



**World  
Nomads**

# Brand Book

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We are World Nomads.

Travel is in our blood, it's in our DNA. We make travel an essential part of our lives and are committed to being an integral part of every adventurous traveller's journey.

We believe the travel experience is enhanced through genuine connections, the sharing of knowledge, and the development of personal skills. Our role is to be a constant travel companion, to inspire fellow World Nomads to explore their boundaries, travel informed and do it as part of a connected global community.

Our mission is to drive innovation through technology, customer experience and community development, not just in ways to enhance the adventure travel experience, but to encourage everyone to travel smarter, travel safer and use travel as a mechanism to create positive change in the world.

The World Nomads brand is unique. It's an attitude, an ideal that puts our travellers at the centre of everything we create because, like our travellers, we are World Nomads too.

This is our story.

We're building a world class brand for the future, built on the strength and momentum we've created in the past.

This book explains what our brand stands for. A way of describing World Nomads that's true to who we are, that's exciting, genuine and real. They're not really boring 'guidelines' at all. Just useful pointers to help you.

By using our brand consistently, we're creating a stronger identity and building a better business.

It's the next chapter in our story.

It all starts here. Let's go.

Part One:

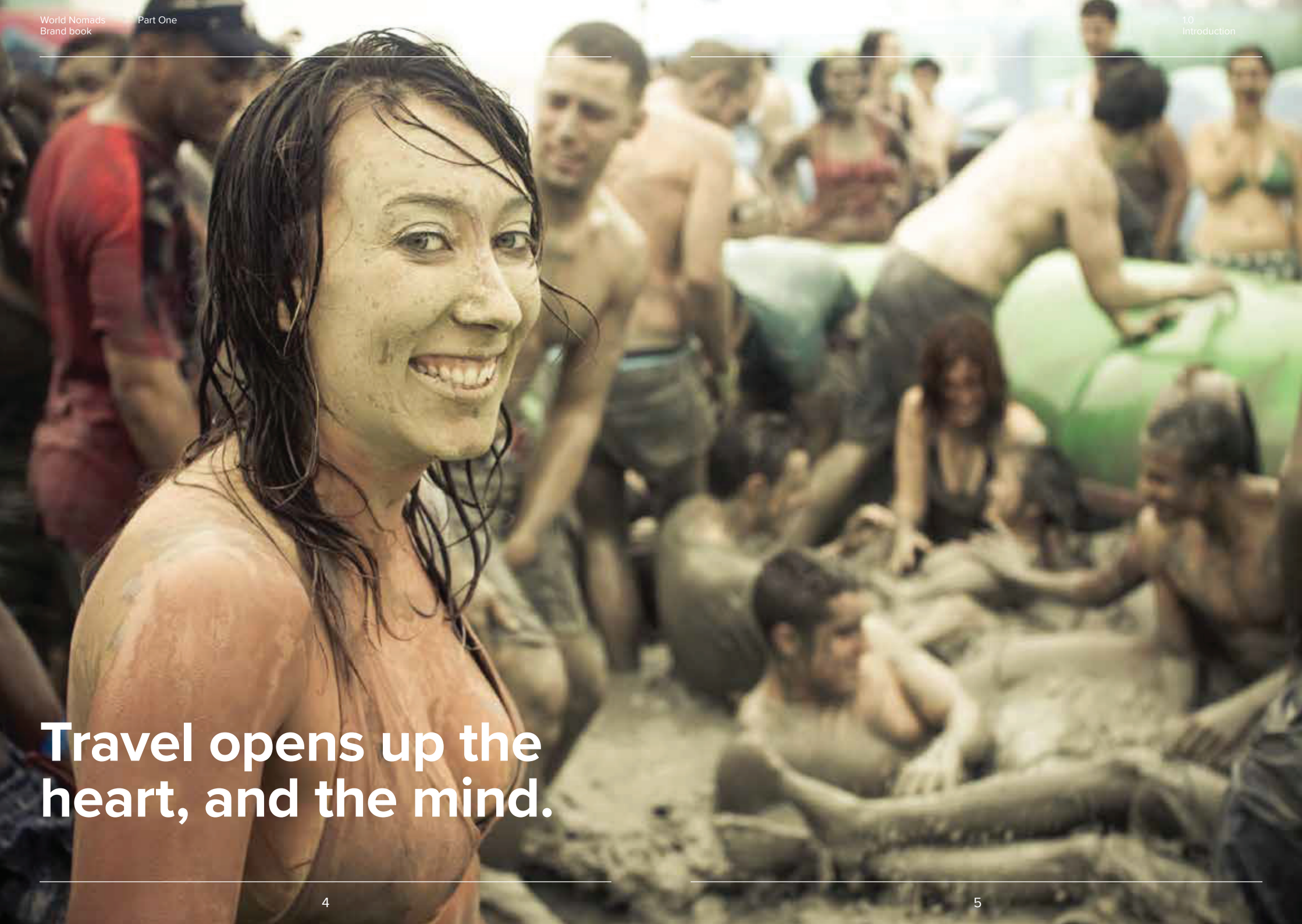
## Our DNA

|     |                   |    |
|-----|-------------------|----|
| 1.0 | Introduction      | 2  |
| 2.0 | Why, what, how    | 6  |
| 3.0 | Our essence       | 8  |
| 4.0 | Our values        | 10 |
| 5.0 | Our tone of voice | 12 |

Part Two:

## Core elements

|      |                     |    |
|------|---------------------|----|
| 6.0  | Our symbol          | 16 |
| 7.0  | Our logo            | 18 |
| 8.0  | Logo exclusion zone | 20 |
| 9.0  | Our sub-branding    | 21 |
| 10.0 | Our colour palette  | 22 |
| 11.0 | Our imagery         | 26 |
| 12.0 | Our typography      | 30 |

A woman with mud smeared on her face and chest is smiling warmly at the camera. She is surrounded by a large crowd of people at what appears to be a mud festival. In the background, many people are sitting on the ground, some with mud on their bodies, and others are standing. The scene is outdoors and filled with a sense of community and fun.

**Travel opens up the  
heart, and the mind.**

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Why we do it

Travel is in our blood. As a community, we use travel as a catalyst for change. We explore our boundaries through travel.

Our World Nomads can believe in us because we travel the same path, seek the same experiences and share the same values.

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What we do

World Nomads is the quintessential adventure travel brand.

As a constant travel companion, our website and mobile technology gives our travellers the tools they need to stay safe, be informed, share their stories, learn new skills, connect with locals and give back to other travellers and those less fortunate.

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How we do it

We utilise digital technologies to make it easier for travellers to get the most from their experiences at all stages of the travel lifecycle. As World Nomads ourselves, we constantly look to deliver services that we would find useful when planning, travelling or sharing our knowledge.



# Explore your boundaries.

A brand essence is a single thought that captures the spirit of our brand. It's what makes us unique. It's about how we do everything we do.

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 share the same values

We travel smarter  
We seek new experiences  
We share our stories  
We connect locally  
We learn new skills  
We give back

We travel smarter

Our local insiders give useful and up-to-date information to help you stay informed about your destination, and are there when things go wrong.

We seek new experiences

With our connections, we'll help you find extraordinary, life-changing experiences around the world.

We share our stories

The stories we share create a travel blueprint for others. Our community of travellers share personal and exciting stories to inspire others to explore their boundaries through travel.

We connect locally

We believe the travel experience is enhanced through connecting with locals. Our programs and services will provide the platform to make these connections.

We learn new skills

We'll provide the opportunities to learn new skills, both as a traveller, a global citizen and even the chance to turn a passion into a profession.

We give back

We believe in the power of travel to change lives; to give back to those in need and make a difference.

We are

Adventurous  
Charismatic  
Confident  
Challenging  
Cultured  
Authentic



Language and storytelling are vital elements to the World Nomads brand.

Our brand language defines who we are, not just as a company, but as the people who work within it.

#### Adventurous

We're inspiring. We use vibrant language that resonates. It should feel confidently conversational rather than guidebook formal.

#### Charismatic

We love storytelling, being the travel raconteur, holding court with tales that will amaze and move. Travellers leave having been enlightened, inspired but ultimately wanting more.

#### Confident

We know our stuff, but we don't talk down. We're experienced, not arrogant.

#### Challenging

We seek to understand, we question, we challenge, but we don't judge without experience.

#### Cultured


We see the differences in the world as an opportunity to learn, to enrich our minds and bring us closer to others.

#### Authentic


We speak through our own voices and seek counsel from locals to provide an authentic viewpoint, one born of experience, one that can be trusted and relied upon.



Our  
tone of voice  
examples



**I've met a snake charmer in Marrakech, a Silverback Gorilla in Rwanda, a fire twirler in Desert Springs, Nevada. But what I remember most is enjoying the sunrise with my friends on Kho Phangan.**



**I've backpacked with people I've met on the side of the road, dined with people who only eat from the sea, danced with people I met in a club in Berlin. But what I remember most is drinking vodka with those Russians on the Trans-Siberian express.**

Our symbol

Meet Sanchez. He's our symbol. A representation of a World Nomad. Sanchez is the most visible element of our identity. It's a universal signature across all World Nomads communications.

Sanchez can be used on his own, but we'd prefer you to use him with his friend, the logotype.

Do not distort the symbol

Please do not recreate, distort or change the shape of the Sanchez symbol. Master artworks are available in digital format from the World Nomads creative department.



Our logo

This is our logo, it comprises of Sanchez alongside our logotype. It's bold, strong and vibrant. Use reversed logo on dark backgrounds and photographs.

Logo configurations

Logo:  
One line



Logo:  
Two line



Reversed Logo:  
One line



Reversed Logo:  
Two line



Two colour logo

Our logo should always be in two colours. Manhattan Charcoal and Egyptian Sunrise.

Be careful with our see-through

Sanchez has a transparent centre. This means we have to control the backgrounds that it sits on carefully to ensure clarity and stand-out. If the logo sits against a complex part of an image, either:

- re-crop the image or
- retouch the background to make our logo clearer.



Protecting  
our logo

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.

Exclusion zone:  
One line



Exclusion zone:  
Two line



Sub-  
branding

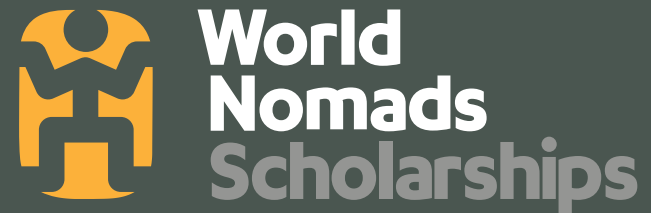
Sub-brands should be an extension of the one line and two line logo.

Examples

Sub-brand:  
Community



Sub-brand:  
Scholarships



Protecting  
our logo

When locking up the World Nomads logo with sponsorship or partner brand logos follow the rules outlined on this page.

The size of the third party logo should be visually equivalent to the World Nomads logo and should be centered visually. Ideally the third party logo sits within the height of our primary logo. However to maintain visual equality between the two marks there will be instances where the third party logo must be at a greater height. the height must never exceed more then 150% of our logo height.

**Colors**

Logo should be set in normal or invert color, depending on the background it is being applied to. For instances where colour can't be used our mono logos are recommended instead.

Logos should be spaced as shown here.

Horizontal  
Logo



Vertical  
Logo



Our colours

Our colour palette is  
fresh and engaging.  
Our colours are  
inspired by the  
world around us.





Our colours Using colour

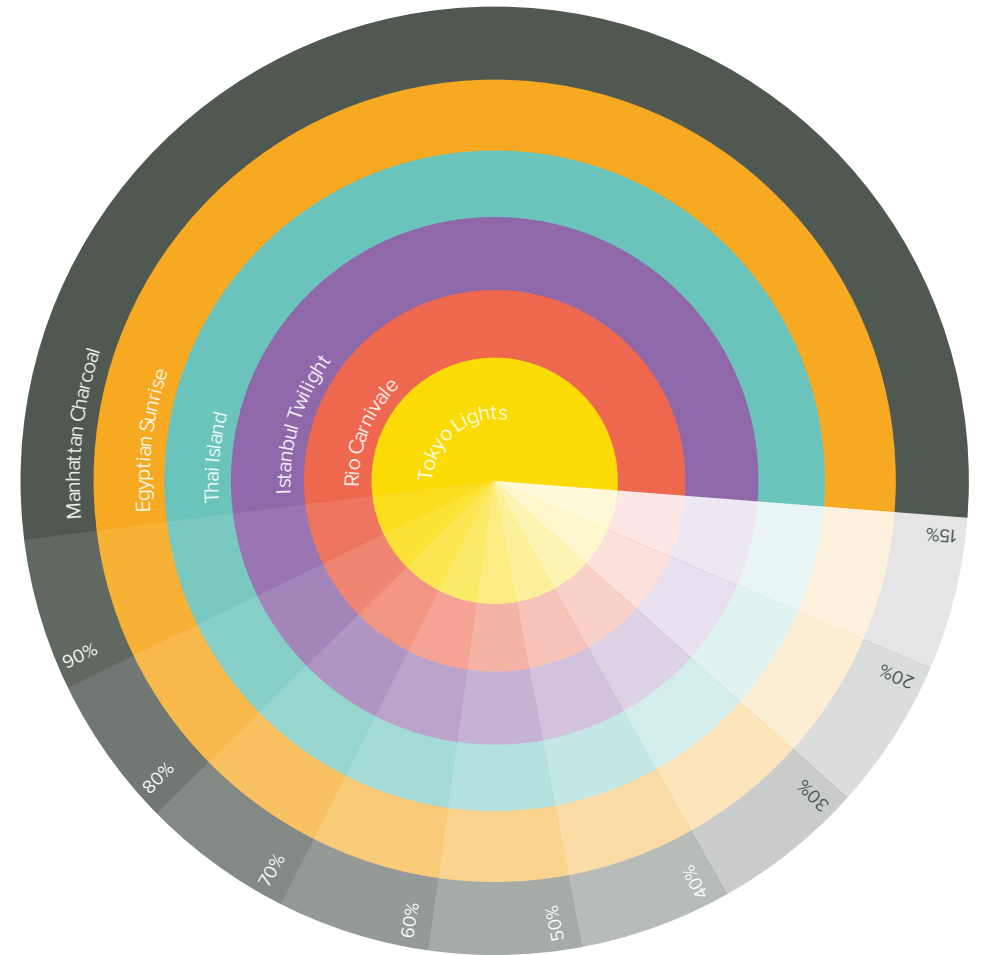
The two primary colours should be used prominently. While the secondary colours are highlight colours. You should use Manhattan Charcoal as a replacement for black. Our colours can also be used as tints in the percentage increments specified here.

Primary colours

- |   |   |
|---|---|
| <p>● Manhattan Charcoal<br/>R=68 G=70 B=66<br/>Hex #444642<br/>C=70 M=54 Y=62 K=31<br/>Pantone® 447</p> | <p>● Egyptian Sunrise<br/>R=255 G=156 B=0<br/>Hex #FF9C00<br/>C=0 M=34 Y=87 K=0<br/>Pantone® 1375</p> |
|---|---|

Secondary colours

- |   |   |
|---|---|
| <p>● Istanbul Twilight<br/>R=97 G=57 B=139<br/>Hex #61398B<br/>C=53 M=65 Y=0 K=0<br/>Pantone® 267</p> | <p>● Thai Island<br/>R=64 G=193 B=186<br/>Hex #40C1BA<br/>C=58 M=0 Y=32 K=0<br/>Pantone® 3265</p> |
| <p>● Rio Carnivale<br/>R=222 G=83 B=70<br/>Hex #DE5346<br/>C=0 M=71 Y=66 K=0<br/>Pantone® 1788</p>    | <p>● Tokyo Lights<br/>R=248 G=219 B=70<br/>Hex #F8DB46<br/>C=0 M=11 Y=94 K=0<br/>Pantone® 115</p> |



## Our imagery Our images tell a story

Travel is a sensory vehicle. What we see, taste, feel, touch and smell when we travel affects us. It leaves an imprint on us as human beings, transforms the way we see the world and ourselves within it.

Our photography draws energy and passion from these senses. We see people enjoying every second of their travels, along with the calmer and poignant moments too. We capture the locations and moments that inspire us to travel—from natural beauty to rich culture and unique experiences. Our images should help communicate a story. They should feel authentic and spontaneous. We aim to put the viewer as close as they can to visiting these places, wanting to live the experiences and meet the people.

Our photography should create an emotional connection with our travellers and inspire them to travel as World Nomads.



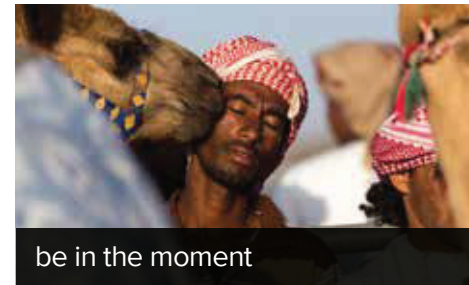


Photographic  
guidelines

We look for authentic,  
in-the-moment images  
that tell a story.



Our images should...



be in the moment



be authentic



be focused on the traveller  
and/or the local



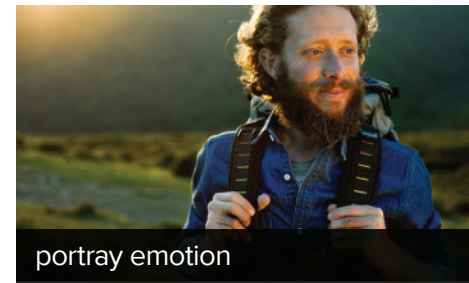
feel candid



be dynamic and vibrant



tell a story



portray emotion



use a singular, dominant tone



Our  
typography

# We have one typeface, Proxima Nova for all communications.

Clean, distinctive and legible, it is available in a variety of weights to express both contemporary and classical qualities.

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ? ! @ # \$ % ^ & \* ( )

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 ? ! @ # \$ % ^ & \* ( )**

Iconography

Icons are an extremely important element to our brand, as they act as a visual aid that can guide people through complex information

World Nomads brand icons



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Adventure is a path. Real adventure – self-determined, self-motivated, often risky – forces you to have first hand encounters with the world. This book is our brand’s adventure. It’s our path to creating compelling communications. It is a never ending journey full of beauty, connection, emotion and adventure. Explore it.





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