

SPRING 2025



Brand guidelines

FOR PARTNERS

This is our brand and how to use it

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Hi, we're Foresyte.

As an innovative travel planning app, we're designed to take the stress out of organizing group trips. With our love of adventure and sharing new experiences at the forefront, our main goal is to empower users with smart tools to seamlessly coordinate travel plans, discover fresh travel ideas, and manage itineraries – all in one place. With easy-to-use features like real-time collaboration, automatic reminders, and a sleek, user-friendly interface, we make coordinating group travel effortless – and dare we say, fun.

How to use this document

Just like any perfectly planned trip, having one place to go for everything you need to know helps your experience be smooth sailing. That's what these brand guidelines are. From our passionate audiences to our vibrant visual and verbal identity, all the information you'll need to promote our brand successfully is within these pages.

In short, these guidelines are here to help us maintain brand consistency, and it's critical our voice and visual assets are used as specified here. So whether you're working on Foresyte-related content or affiliated advertising, please consult these brand guidelines to help you navigate your work from takeoff to touchdown.

Let's get this adventure started.



Brand strategy

MISSION STATEMENT

CONSUMER POSITIONING STATEMENT

CONSUMER FACING VALUE PROPOSITIONS

Mission statement

What we do and for whom

Building a community where passionate travelers can plan together.

Consumer positioning statement

A concise, one-line pitch that captures the app's core value to users

Travel the easy way with the only planning app that lets you collaborate with friends and family, discover fresh ideas from the community, and exchange itineraries with fellow travelers.

Consumer facing value propositions

Key features and benefits for the consumer

CREATE

Build epic itineraries and inspire better trips with community insights. Organize and book all your travel plans in one convenient place.

COLLABORATE

Turn travel chatter into travel planning for your next group adventure. Chat and coordinate seamlessly when planning with friends or family.

DISCOVER

Browse trusted recommendations from the community travel forum. Interact with the city discussions feed to gather authentic opinions about your next destination.

EXCHANGE

Venture in the footsteps of fellow travelers who've published their epic itineraries.

Audience

NEW ERA EXPLORERS

GOLDEN AGE ADVENTURERS

While these two audiences are our primary focus, Foresyte is valuable to a variety of groups. To avoid alienating any of our users, please use inclusive language and imagery that appeals to all audiences and is slang-free. For more information, please see the [Style tips](#) section of our Verbal identity.

New Era Explorers



WHO THEY ARE

Our best performing audience is our New Era Explorers, the 23–35 young to mid-career professionals. This audience often participates in group trips with friends and family and earns an income stream high enough to partake in frequent travel, higher-cost entertainment, and other activities of similar scale.

WHY THEY LIKE FORESYTE

Our New Era Explorers gravitate to Foresyte’s promise of a seamless planning experience for idea inspiration and itinerary collaboration.

MESSAGING TIPS

- Emphasize how Foresyte is a central place to explore ideas of what to do when traveling, making it easier to build an exciting, shared itinerary with their group.
- Use an aspirational and enthusiastic language that resonates with the New Era Explorers’ deep sense of wanderlust.

Golden Age Adventurers



WHO THEY ARE

Our second-best performing audience is our Golden Age Adventurers who are 55+. Thanks to this audience's age, retirement status, and disposable income, they often generate the most booking revenue and are much more likely to take trips that involve collaborative planning with their friends.

WHY THEY LIKE FORESYTE

As frequent group travelers, the feature that appeals most to our Golden Age Adventurers is Foresyte's ability to consolidate group planning, itineraries, and trip details into one, organized place.

MESSAGING TIPS

- Emphasize organization and simplified coordination for large groups thanks to Foresyte consolidating all of their trip information into one central place.
- Use direct, simple explanations of how the app works and how it can help them feel less overwhelmed when planning a group trip.



Verbal identity

BRAND PERSONALITY & VOICE

STYLE TIPS

BRAND LEXICON

Brand personality & voice

Who we are and how we sound

Dreamers & doers. Connected connectors. Adventure-planning experts.

WE ARE:

Dreamers & doers

Even though we're driven by wanderlust and already dreaming of our next adventure while we're on our current one, we're also put together and organized to make those dream trips become reality. We're the project manager of the group, ensuring every T is crossed, and ticket is booked.

WE SOUND:

Aspirational yet accessible

Our voice strikes a balance between infectious enthusiasm and straightforward guidance on how to make your travel ambitions feel within reach. We encourage our audience to dream big and empower them to achieve their best trip but are direct and clear about what we do and how we'll help them get there.

Brand personality & voice (cont.)

Dreamers & doers. **Connected connectors.** Adventure-planning experts.

WE ARE:

Connected Connectors

In the know and on the go, we love bringing people together and are always tuned in to the latest travel trends and to-dos. We take pride in our collaborative nature and ability to connect everyone with the best ideas and itineraries for their group or solo travel needs.

WE SOUND:

Influential yet trustworthy

Confident and charismatic, we speak with assurance about our knowledge but remain approachable and inclusive. We believe authenticity leads to influence and never sound like we're persuading someone for our own benefit, but our enthusiasm comes from the joy of sharing secrets and building community.

Brand personality & voice (cont.)

Dreamers & doers. Connected connectors. **Adventure-planning experts.**

WE ARE:

Adventure-planning experts

We've been doing this a long time and want to use our experience and expertise to make our audience's travel planning stress-free and enjoyable. We are passionate about travel and love helping others navigate new places as reliable partners and problem-solvers.

WE SOUND:

Informative yet upbeat

As a mix between travel specialist and travel buddy, our voice is knowledgeable and helpful but always fun and friendly so we can convey our expertise without sounding overbearing or overly authoritative. Our goal is to guide, educate and inspire while assuring our audience they're in expert hands.

Style tips

WHEN WRITING FOR THE FORESYTE BRAND, PLEASE USE:

- Short, impactful copy vs. long-form storytelling
- A balance between what we do and how we make people feel
- Positive language vs. negative language
- Active voice vs. passive voice
- Conversational vs. formal tone
- Common vocabulary that is jargon and slang-free. For example, if you're thinking of using words like "rizz," "mid" and "delulu", please don't
- Sentence case with no punctuation for headlines, unless the headline requires periods or punctuation such as *Discover. Plan. Do. or One app. Countless adventures*

Brand lexicon

Brand words, phrases or headlines that can and should be used when writing about our brand

WORD BANK

- Easy
- Seamless
- Organized
- Stress-free
- Effortless
- Convenient
- Discover
- Curious
- Adventurous
- Epic
- Fun
- Aspirational
- Inspiring
- Vibrant
- Enthusiastic
- Authentic
- Passionate
- Collaborative
- Premium
- Reputable
- Straightforward
- Trusted
- Empowering
- Knowledgeable

Brand lexicon (cont.)

HEADLINES

- Plan it all here. Experience it all together.
- Travel together the easy way
- Turn travel dreams into travel plans
- Your go-to app for group trip planning
- However you wander, plan it easier—together.
- Discover. Plan. Do.
- One app. Countless adventures.



Visual identity

LOGO

TYPOGRAPHY

COLOR PALETTE

PHOTOGRAPHY

GRAPHIC ELEMENTS

Logo

Eye-catching and energetic, the Foresyte logo produces a sense of positivity, optimism and a nod to our audience’s bright future. With smooth, streamlined letterforms that create a unique, modern flare, our crystal ball logo mark speaks to having foresight into the adventures to come.

Our tagline “Discover. Plan. Do.” is an optional addition to our logo and should only be used where it makes sense with design and space allows.



— Logo mark

Foresyte

— Logo type

DISCOVER. PLAN. DO.

— Tagline

Logo variations

PRIMARY LOGO*



Foresyte

DISCOVER. PLAN. DO.

HORIZONTAL LOGOS*



LOGO MARK



APP BADGE



*Use without tagline or text only for smaller applications

Logo color & size

APPROVED LOGO COLORS

Full-color



Grape Escape



White



Black



MINIMUM LOGO SIZES



LET THE LOGO BREATHE



Logo don'ts

The success of the brand depends on the Foresyte logo maintaining a consistent appearance in all communications. To preserve the integrity of the logo, the following examples illustrate how it should not be used.

Don't stretch



Don't use colors outside our brand color palette



Don't place over a busy background



Don't make the logo transparent



Don't tilt



Don't place on an unapproved background color



Typography

Our typefaces were chosen to reflect the personality of our brand and to be easy to read across communications. Please see the following pages for tips on how to best use them. Fonts may be licensed through professional sites like [Adobe Fonts](#). Avoid “free” versions to protect the integrity of our brand.

FONT FAMILIES

Cocon Pro

Light | Regular | **Bold**

Ofelia Text

Light | Regular | Medium | **Semi Bold** | **Bold**

Typeface usage

Cocon Pro, Bold
Tracking: 0



Headlines

Ofelia Text, Bold
Tracking: 0



Digital headlines

Cocon Pro, Light
Tracking: 0



Subtitles

Ofelia Text, Semibold
Tracking: 175pt
All caps



HEADINGS

Ofelia Text, Bold
Tracking: 10



Subheadings

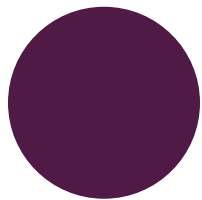
Ofelia Text, Regular
Tracking: 0
Min. font size: 10pt



Body copy. Occum lam que apidend uciatet quaerna tquates tiorionserum et fa. Videliame ente nimporestis pelest ulparum facearum eum quis ut.

Color palette

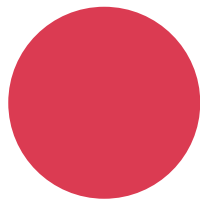
The Foresyte brand color palette is vibrant, fun and reflective of the energizing sunrises and sunsets travelers may experience.



Grape Escape

HEX: #4F1A45

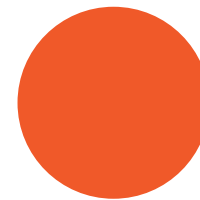
R: 79 C: 65
G: 26 M: 96
B: 69 Y: 42
 K: 42



Mystic Magenta

HEX: #DB3B52

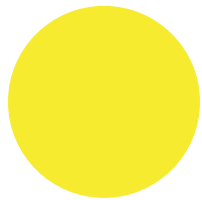
R: 219 C: 8
G: 59 M: 92
B: 82 Y: 63
 K: 1



Let's Go Tangelo

HEX: #F05929

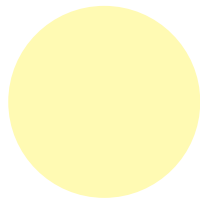
R: 240 C: 0
G: 89 M: 80
B: 41 Y: 94
 K: 0



Hello Limoncello

HEX: #F7EB30

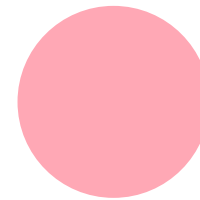
R: 247 C: 6
G: 235 M: 1
B: 48 Y: 91
 K: 0



Beach Getaway

HEX: #FFFAB2

R: 255 C: 2
G: 250 M: 0
B: 178 Y: 36
 K: 0



Pink Paradise

HEX: #FFA8B5

R: 255 C: 0
G: 168 M: 43
B: 181 Y: 14
 K: 0



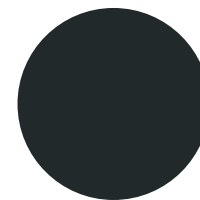
Dusk Gradient

HEX: #4F1A45
HEX: #DB3B52
HEX: #F05929



Dawn Gradient

HEX: #FFA8B5
HEX: #FFFAB2



Night Sky

HEX: #21292B

R: 33 C: 77
G: 41 M: 65
B: 43 Y: 62
 K: 66

Approved color combinations

<p>WHITE**</p> <p>BEACH GETAWAY**</p> <p>GRAPE ESCAPE</p> <p>PINK PARADISE</p>	<p>GRAPE ESCAPE*</p> <p>MYSTIC MAGENTA**</p> <p>LET'S GO TANGELO**</p>	<p>WHITE*</p> <p>BEACH GETAWAY*</p> <p>PINK PARADISE*</p> <p>MYSTIC MAGENTA**</p> <p>LET'S GO TANGELO**</p>	<p>WHITE**</p> <p>GRAPE ESCAPE**</p> <p>BEACH GETAWAY**</p> <p>PINK PARADISE</p>	<p>WHITE**</p> <p>GRAPE ESCAPE**</p> <p>BEACH GETAWAY**</p>
Dusk Gradient	Dawn Gradient / White	Grape Escape	Mystic Magenta	Let's Go Tangelo

*Designates web-compliant combinations for text.

**This color combination is only compliant as large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. For more info, [click here](#).

Photography

Our images seek to reflect our variety of audiences ([see Audience](#)) and the positive travel experiences they achieve using Foresyte. When choosing photography, keep it light and playful. Scenes may feature solo travelers, groups or may be shot without people from the point of view of the traveler.

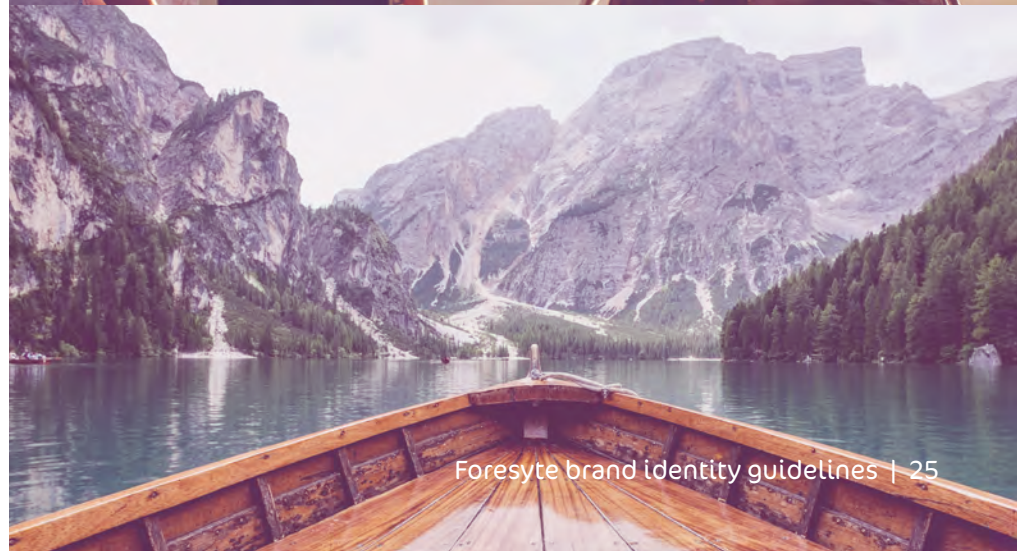


Photo treatment

Wherever customization is an option, apply a screen overlay of Grape Escape ([see Foresyte color palette](#)) to all photography. This will add a slight purple hue to all images to keep consistent color tones.



Graphic elements

Foresyte uses the following custom shapes to reinforce the brand, add visual interest, and drive engagement with our content.

PHOTO FRAMES

These simple graphic devices provide a window into the user experience and allow for multiple photos in close proximity. Frames may be used with or without a drop shadow.



Graphic elements (cont.)

ORBS

Inspired by our crystal ball logo mark, the Foresyte orbs are open-circle graphic elements that create a dreamy, uplifting feeling. The orbs may be used with or without a diffuse glow effect, and you can vary their size, color, transparency, and spacing as you like.

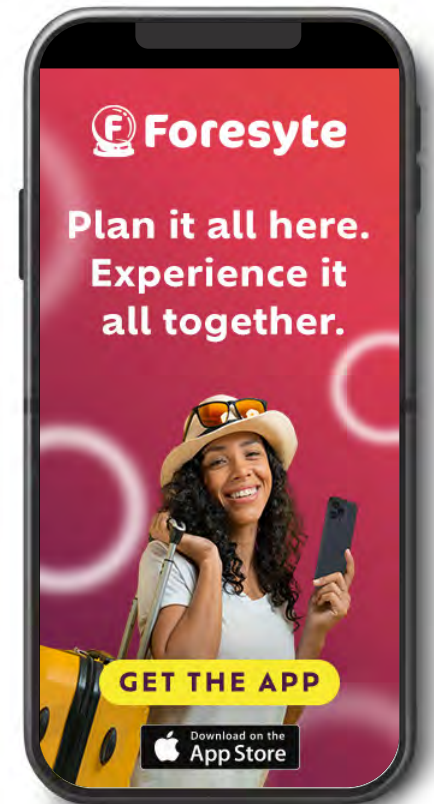




Brand in action

DESIGN EXAMPLES

Design examples





Thank you