

embarc

Brand Guidelines • 2019



Embarc is the only travel application that turns
your friends into your travel agent.

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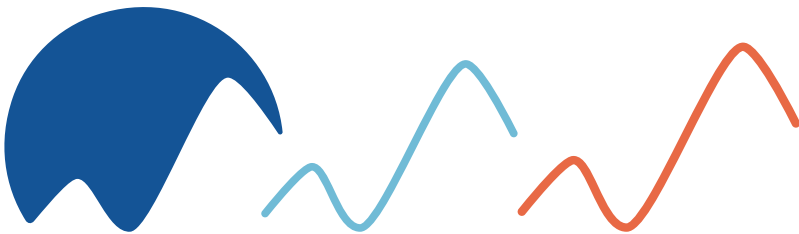
our values

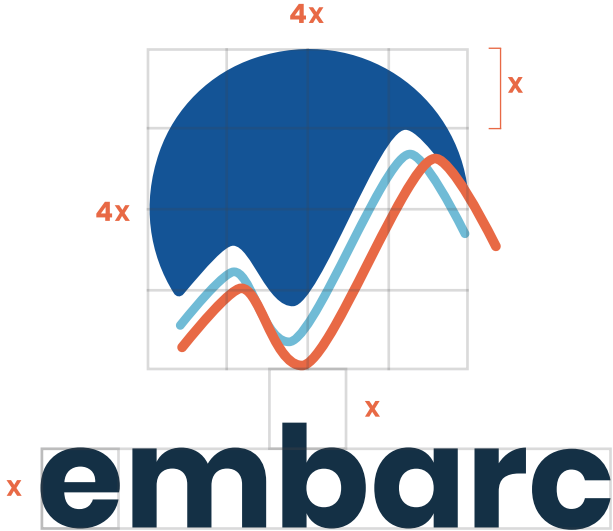
- **adventure**
We encourage and celebrate all of life's adventures. We believe in living boldly and seeking new experiences.
- **community**
Travel is best when shared. We want to work towards an inclusive community, where friends are abundant.
- **authenticity**
With the endless clutter of reviews and recommendations, we want our content to stand out as a reliable and approachable source of information.

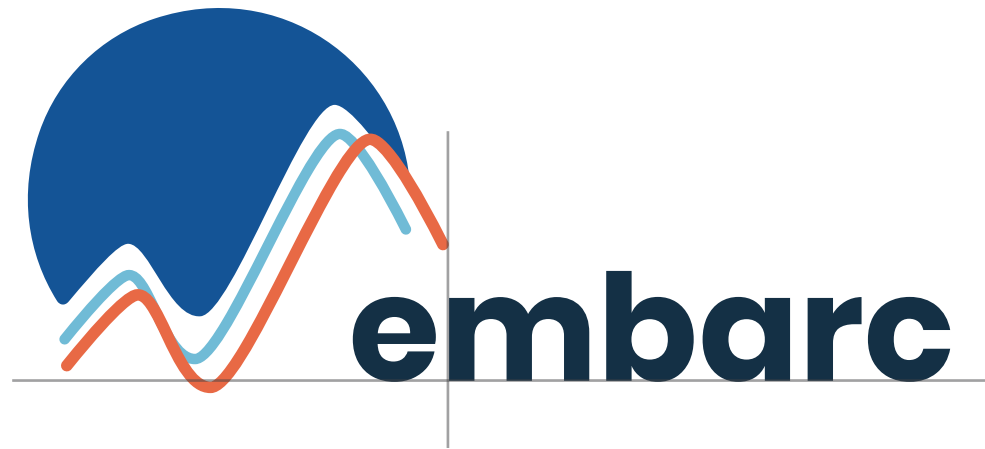


logo

The logo represents a landscape and nature. It evokes an organic dynamism. As a whole, it gives the brand its own identity and modernity to last over time.







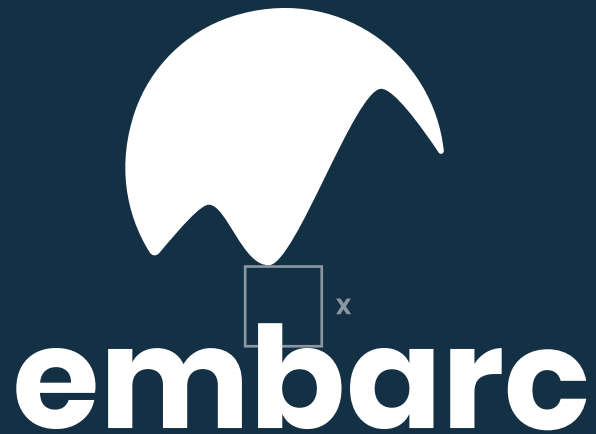
secondary logo

The secondary logo may be used in more horizontal-type applications. The sizing should remain consistent with the x ratio. The text element should be aligned with the graphic element as shown.



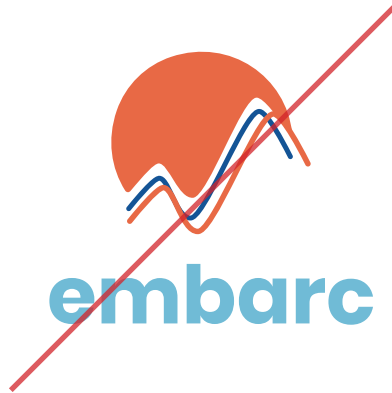
offset logo

When placed on dark backgrounds, elements of the logo must be removed to improve clarity. Sizing should remain consistent with the x ratios, and element alignment should be as shown.





Do not rotate the logo.



Do not change the logo colors.



Do not stretch, squash, or distort the logo.



Do not rearrange logo elements.



Do not place the full color logo on a dark background.



Do not remove elements of the logo.

typography

Poppins Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold, 36px **Heading 1**

Bold, 30px **Heading 2**

Bold, 24px **Heading 3**

Bold, 20px **Heading 4**

Bold, 12px, tracking 50

NAV ITEMS

Semibold, 12px, tracking 100

BUTTON/TAG LABELS

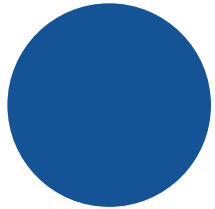
Regular, 14px

Body

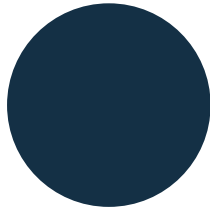
Semibold, 10px, tracking 86

Small Text

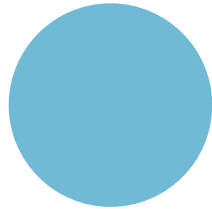
COLOR • palette & usage



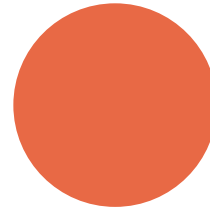
Embarc Blue
#155396
RGB (20,84,150)
C97 M74 Y12 K1



Navy
#143045
RGB (20,48,69)
C94 M75 Y48 K47



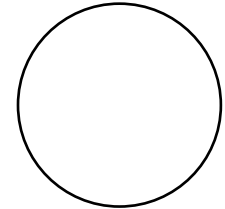
Light Blue
#70bad6
RGB (112,186,214)
C54 M10 Y10 K0



Orange
#e86945
RGB (232,105,69)
C4 M73 Y79 K0



Grey
#f0f2f2
RGB (240,242,242)
C4 M2 Y3 K0

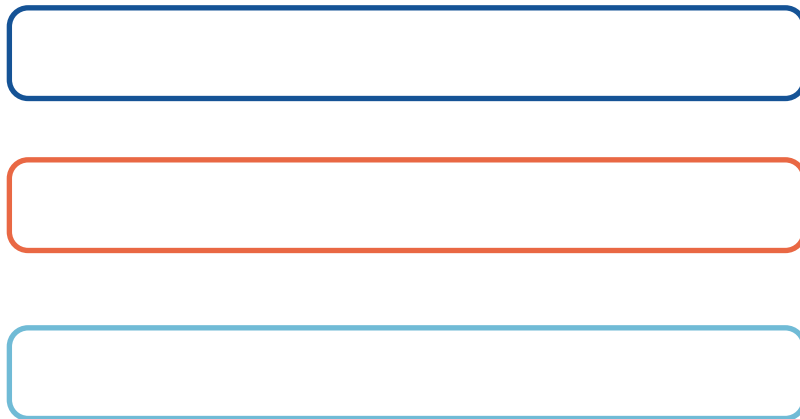


White
#ffffff
RGB (255,255,255)
C0 M0 Y0 K0



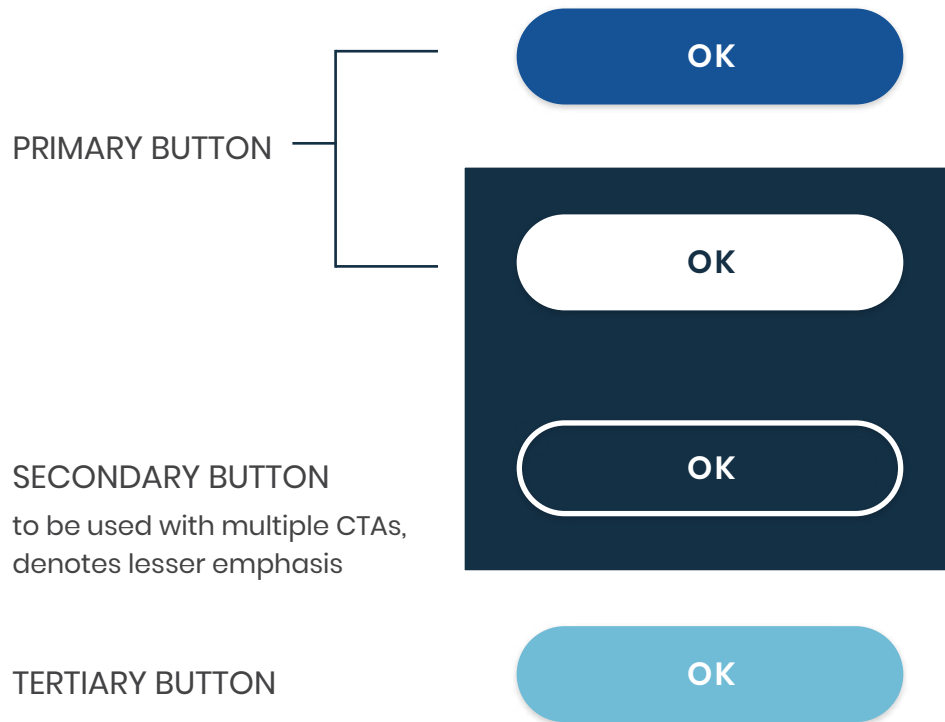
color

Embarc features a bright color palette that uses grey and white as primary background colors. See the component section for color specification.



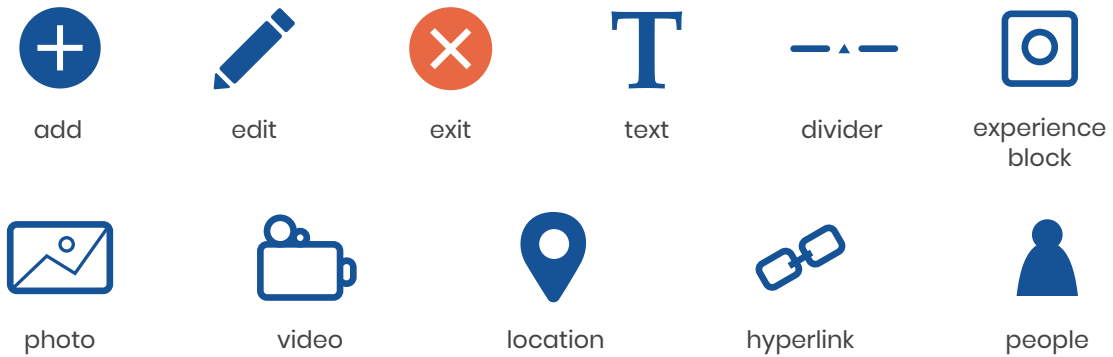
shapes & lines

To evoke a feeling of friendliness, Embarc UI elements should always showcase rounded edges and noticeable line weight. Border radius will change depending on the size of the element, but line weight should always be at least 2px.



SPECIAL BUTTONS
only used on landing page
with hover animations

- CREATE TRIP →
- CREATE TRIP →
- CREATE TRIP →



icons

Icons may appear in any color (aside from the 'exit' icon which should mainly appear in orange) and should be inverted to white on colored backgrounds. When creating new icons, be sure to keep corners rounded.



tags

Tags should always appear on the top left of posts/blocks.
Tag type should always be denoted by their specific color.

input field

TITLE
Teaching in South Korea

dropdowns

Working Abroad

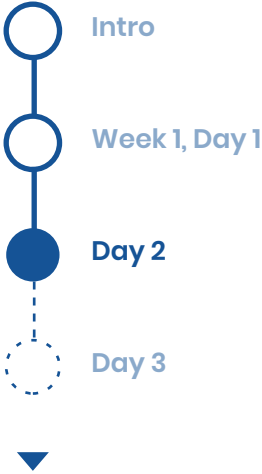
Day

Day

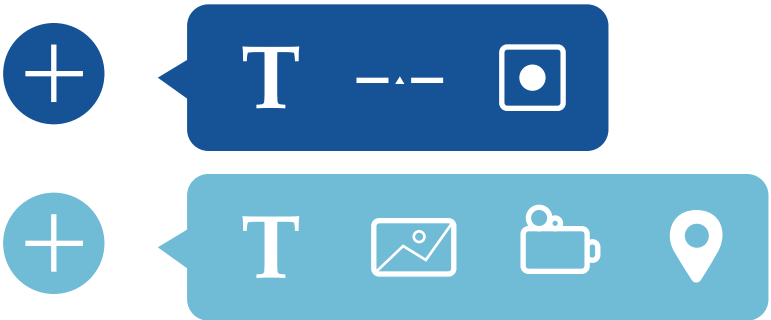
Week

Week, Day

tickers



element panels





split background

To make split backgrounds (as seen above), create the diagonal on top with the same brand color set to multiply at 50%.



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