



Destination Magic

BRAND STYLE GUIDE

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WHY A STRONG BRAND IS IMPORTANT

Destination Magic is driven by a clear purpose: Working to create magical vacation experiences that bring people together and help them create treasured lifetime memories with those they love. Living our Purpose means that across our team, we are unified in our approach and collaborative in our efforts to make a difference in the lives of the people we touch. This effort applies to everything we do — from our client interactions, vendor relations, and the tone, look, and feel of our communications.

This document was developed to help us work together to build consistent, branded communications that collectively builds Destination Magic's reputation in the communities we serve. Using these guidelines will enable us to create materials that speak to broad audiences while maintaining one, unified voice.

Together, we can contribute to Destination Magic's reputation as a leader in specialty travel services.

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HOW TO USE THIS GUIDE

The purpose of this document is to provide guidance for maintaining a unified identity for Destination Magic across all platforms and all independent travel advisors working on our team.

✔ **UNDERSTAND OUR GOALS**

Our vision is the future we want to achieve. Our mission is what we do every day to bring that vision to life. Those statements provides key information regarding the strategy, messaging, and brand architecture that drive us forward.

✔ **LEARN OUR VISUAL TOOLS**

The visual identity of our brand applies not only to our corporate communications but extends to all members of our team including independent travel advisor. When partnering with Destination Magic, all parties are building blocks in our brand architecture. Everyone should understand the overarching visual system and how to utilize them in all communications, marketing, and social media initiatives.

✔ **IMPLEMENT THEM CONSISTENTLY**

The visual tools and applications in these guidelines are designed for a range of uses. They should be used thoughtfully and consistently across all communications channels.



IC Travel Advisors: LOOK FOR THIS SYMBOL

This symbol highlights guidelines specifically for our independent travel advisor partners. It typically refers to additional leeway and liberties they may take under our brand identity.

MISSION & VISION STATEMENT

Our vision is the future we want to achieve.

Our mission is what we do every day to bring that vision to life.

OUR VISION

Be the preeminent specialty travel agency where our independent advisors can flourish and clients' expectations are exceeded, fostering trust and loyalty.

OUR MISSION

Fueled by our passion and expertise, we turn travel wishes into extraordinary dream vacation experiences that are magical and effortless. Our mission is to exceed expectations and create treasured lifetime memories for clients and those they love.

OUR CORE VALUES

ENGAGE

We are individuals, but we are not alone. Collaboration connects us. Together, there is no obstacle in our way, a challenge we cannot overcome, or a dream we can't realize. Working as partners, we harness the power of teamwork which is key to developing long-standing relationships.

ACT WITH PURPOSE

Passion powers us. We are entrepreneurial and results-driven. As independent thinkers, we hold ourselves accountable and are the architects of our own success. We embrace change, foster innovation, and believe nothing is impossible. Our creativity, drive, and resourcefulness make us unstoppable.

DO WHAT'S RIGHT

Integrity is our cornerstone. We operate openly, honestly, and with transparency. Holding ourselves to the highest standards of exceptional customer service every time, at every level, is the benchmark for our success.

BRING VALUE

A lifetime of experience is the catalyst to create the experience of a lifetime. We embrace experiences and education as an investment in ourselves. It builds authority, enhances value, and promotes growth. We know our worth, and clients value our expertise.

ENRICH LIVES

We help make dreams come true. We cultivate lasting relationships by staying true to the words we speak, the actions we take, and the bonds we make. The excitement we exude as we design experiences that enrich our clients' lives is infectious and will endure in the treasured memories we help create.

OUR COMMITMENT TO DIVERSITY AND INCLUSION

As a travel company, we exist to bring people together. When people come together, they create opportunities for shared experience, dialogue, and growth. Experience shows that our differences fuel innovation for our company and clients. We bring different voices, backgrounds, and perspectives into our workforce—and nurture and celebrate them once they're here. We treat everyone with respect, dignity, and fairness. We empower each person to develop their knowledge, skills, and confidence to the fullest and are committed to making a positive impact in the lives of others.

PERSONALITY

The way we communicate influences the way we are perceived. We want to ensure that our reputation is a true reflection of the passion and commitment we have for our work. Our personality should shine through in every aspect and engagement.

We are professional, reliable, knowledgeable, approachable, aspirational, enthusiastic, and fun. We are exclusive and distinctive, with a touch of sophistication.

BRAND POSITIONING

Planning travel can be daunting and draining. We organize and oversee bespoke travel itineraries to exciting destinations so our clients can relax and enjoy a stress-free vacation, even before they leave home.

Guided by knowledge and insights from practical experience, our clients can depend on us to design a custom vacation itinerary and make trip planning fun and easy.

PURPOSE: We believe in the power of travel to bring people together to create magical moments and memories of experiences to cherish for a lifetime.

Our brand voice is friendly, clear, informative, optimistic, and energized.

We communicate warmly and inclusively, prioritizing clarity and simplicity. We provide accurate and relevant information, inspiring confidence and hope. Our tone is dynamic and enthusiastic, engaging our audience with passion and vitality. This approach builds trust and fosters positive relationships.

- ✔ **Friendly** Be pleasant and kind. Turning clients into friends will gain their trust and loyalty
- ✔ **Clear** Make things easy to understand. Share information simply but be comprehensive
- ✔ **Informative** Showcase your expertise by providing useful information and attention to details.
- ✔ **Optimistic** Be cheerful, confident, and always positive in spite of challenges. Always look on the bright side.
- ✔ **Energized** Build excitement for your client's vacations. Share their feelings of exhilaration and anticipation.

Friendly

Tone: Warm, approachable, and personable.

Language: We use inclusive language that makes everyone feel welcome and valued. We speak as if we're having a conversation with a friend, avoiding jargon and overly formal language.

Interactions: Our communications are characterized by empathy and understanding, ensuring our audience feels heard and supported.

Clear

Tone: Straightforward and concise.

Language: We prioritize clarity and simplicity, avoiding unnecessary complexity. Our messages are direct and easy to understand, ensuring that our audience can quickly grasp the information we provide.

Interactions: We provide clear instructions and explanations, anticipating questions and addressing them proactively.

Informative

Tone: Knowledgeable and reliable.

Language: We share accurate and relevant information that empowers our audience. Our language is precise, and we back up our statements with facts and data where appropriate.

Interactions: We aim to educate and inform, providing our audience with the insights they need to make informed decisions.

Optimistic

Tone: Positive and uplifting.

Language: We focus on the positive aspects and opportunities in any situation. Our language is encouraging and highlights the benefits and potential outcomes.

Interactions: We inspire confidence and hope, motivating our audience to see possibilities and take action.

Energized

Tone: Dynamic and enthusiastic.

Language: Our words convey a sense of excitement and passion. We use active voice and dynamic expressions to create a sense of movement and vitality.

Interactions: We engage our audience with enthusiasm, making our interactions lively and stimulating.

LOGO

Preferred Logo
(Stacked)



Alternate Logo
(One Line)



Logo colors

Primary



Navy

PMS 534
C:100 M:87 Y:22 K:8
#213E7C



Gold Star

PMS 125
C:0 M:27 Y:100 K:6
#E2B260

Alternate Logo
(Circle)



Tagline



Periwinkle

PMS 659
C:62 M:43 Y:1 K:0
#6B86C3

LOGO CLEAR SPACE

The clear space units are derived from the X-height of the D in the Destination Magic logo as illustrated below. All other copy needs to be at least 2 X-heights away from the logo

Minimum clear space boundary



Minimum clear space boundary with tagline



Providing the Destination Magic logo with sufficient clear space guarantees proper readability and brand prominence.

PROPER USE OF LOGO

Correct use



Preferred use



Use color logo on light background



Use white logo on dark background

Incorrect use



Do not use drop shadow



Do not tint or make transparent



Do not place color on dark background



Do not change color



Do not squeeze or stretch



Do not place on photos or busy background

Each agent has their own Destination Magic logo for use on their own marketing materials. Whenever possible, the Destination Magic logo should be used in conjunction as to reinforce brand awareness.

Used with Travel Advisor personal logo

When advisor logo is paired with Destination Magic logo, it should include the phrase: **An independent agent with** above the Destination Magic logo.

The phrase should be in gray using the font Montserrat Light.

When used horizontally (preferred) there should be a thin gray rule separating the 2 logos.



An independent agent with

Destination **Magic**

Equal width



An independent agent with

Destination **Magic**

Equal height

HEADLINE EARMARKED LOGO

The supplier recognition logos have specific guidelines for use that must be strictly adhered to.

The Disney Earmarked logo must be at least 25% smaller than and company logo, and have a clear zone of 1/10 of the logo width.

The earmarked logo must be on a solid color background. That can be part of an image, such as a blue sky.



1/10 width of logo

25% smaller

Earmark Designation

Use of Disney's Earmarked logo and the term Authorized Disney Vacation Planner is only in relation to Destination Magic and NOT any individual agent.

To use the Earmark logo, the company logo must be properly displayed in relation to other logos.



TA use of Disney Earmark



Any TA not fully branded to Destination Magic (colors, fonts, name, social media handles, etc.) Are not permitted to use the earmark logo or refer to being earmarked in any manner unless the Destination Magic logo is prominently displayed and in direct relation to the reference. Any use of Disney Earmark logo MUST get prior approval.

The is the same for Universal Preferred Partner or any other endorsement the agency has earned.

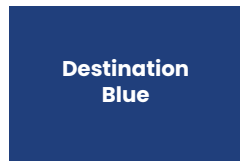
COLORS: PRINT

FPO

Proper use of our brand colors is vital in maintaining our brand integrity and building brand recognition.

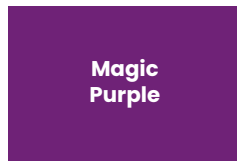
Marketing Materials (Print and Digital)

Logo Colors



Destination Blue

PMS 287
C:100 M:56 Y:0 K:18
R:0 G:47 B:135
#002F87



Magic Purple

PMS 259
C:65 M:100 Y:0 K:34
R:111 G:35 B:119
#6F2277



Pixie Dust Gold

PMS 124
C:0 M:27 Y:100 K:6
R:235 G:169 B:119
#EBA900

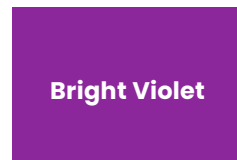


Additional Colors



Moody Blue

C:62 M:43 Y:0 B:0
R:94 G:141 B:247
#6887C4



Bright Violet

C:55 M:97 Y:0 B:0
R:140 G:39 B:155
#8C279B



Light Yellow

C:9 M:17 Y:93 B:0
R:235 G:202 B:148
#5E8DF7



Light Yellow to Pixie Dust Gold

Gradient blend of these 2 colors.



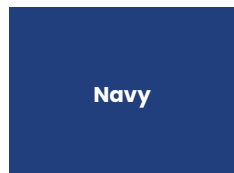
Marketing colors

There are no exceptions to these color when travel agents are creating materials. These guidelines and overall design style must be followed.

COLORS: DIGITAL

Our brand colors are carefully chosen to represent Destination Magic's identity and ensure consistency across all communications. By using our primary and secondary color palettes effectively, we maintain a cohesive and recognizable visual presence.

Primary



Navy

PMS 534
C:100 M:87 Y:22 K:8
#213E7C



Periwinkle

PMS 659
C:62 M:43 Y:1 K:0
#6D92DD



Gold Dust

PMS 125
C:0 M:27 Y:57 K:0
#E8C481

For social media use only



Royal

C:100 M:88 Y:9 K:1
#0D3D94

Social Media

The primary colors should be the main colors used in all social media graphics, with the exception of Royal Blue which replaces Navy on backgrounds. Secondary colors, in full strength, can be used to highlight areas and add interest. Use lighter shades of the secondary colors sparingly. Keep the number of colors in each graphic limited to ensure it remains visually appealing.

Secondary

Full strength color is preferred. Light colors for use as accent colors only.



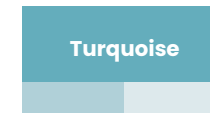
Violet

PMS 5275
C:58 M:72 Y:0 K:0
#805FBA



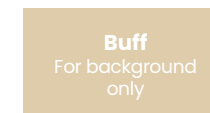
Coral

PMS 805
C:9 M:65 Y:42 K:0
#E87081



Turquoise

PMS 549
C:61 M:16 Y:23 K:0
#64ACBD



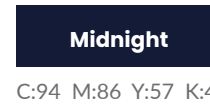
Buff

For background only

C:12 M:15 Y:28 K:0
#DECFB6

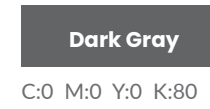
Tertiary

These colors to be used for type only



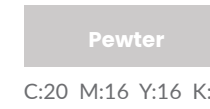
Midnight

C:94 M:86 Y:57 K:47
#141C3A



Dark Gray

C:0 M:0 Y:0 K:80
#58595b



Pewter

C:20 M:16 Y:16 K:0
#CCCACA



Dark Gold

C:17 M:36 Y:99 K:0
#D6A32D



Social Media for TAs

You have an extra palette of colors to bring your personality to your social media pages. However, it is essential that your content complements Destination Magic's primary colors. Sticking with these colors ensures your readers clearly recognize you as part of Destination Magic while giving you creative freedom within our brand guidelines.

TYPOGRAPHY

Use of consistent fonts reinforces that brand identity. These have been selected for simplicity, readability, variety, and distinction. They showcase our professionalism with a flair for fun.

★ PRIMARY: HEADLINES, BODY TEXT

Poppins Light | Regular | **Bold** | **Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456790

★ ACCENT

Sacramento

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456790

ALTERNATE OPTIONS

Monsterrat Light | Regular | **Bold** | **Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456790

EMAIL FONT

Arial Regular | **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456790

Font Guidelines

- Use accent fonts to attention to key words only
- Avoid all caps for statements long than 5 words



See next page for additional guidelines

TYPOGRAPHY

Even the most carefully selected fonts can become busy and distracting, taking away from the key messages instead of supporting them. Follow these general rules. Remember, less is more!

✘ DO NOT USE

- Comic sans or other cartoonish font
- Disney inspired fonts

✘ Sample Comic font

✘ Sample Comic font

✘ Sample Comic font

✘ SAMPLE DISNEY FONT

✘ AVOID

- Excessive ALL CAPS
- Excessive *italics*
- More than 3 fonts on a page or social media post (weight variations do not apply to number of fonts)
- Busy backgrounds behind type, included ghosted (faded) images



Social Media Font Exception

Except for those noted here, alternative accent font may be used in social media posts., However brand fonts should be primarily used.

All other rules apply



**This is an example
of type on a
busy background**



PHOTOGRAPHY

Imagery is how our brand comes to life. Choosing the right marketing photos sets the tone and helps clients visualize themselves in dream destinations creating their own magical memories.

Subject matter

- Optimistic and hopeful
- Active enjoyment
- Singular concept/subject per image

Style

- Natural lighting (no extensive photo-retouching)
- Bright tonal range, cool blues
- Clear/Sharp focus on subject matter
- Clean, simple areas of “white space”



Avoid

- Warm tones
- Washed out
- Overly corrected colors
- Dark
- Harsh shadows
- Lack of focus



Social Media Imagery

The most important factor in your images is that they are authentically you. Come up with your own style and be consistent. Include yourself in your images and showcase your personality. Let your audience get to know you.

OTHER GRAPHIC ELEMENTS

Graphic elements help to bring our brand to life. Illustration style and colors help to visually distinguish our materials and strengthen our identity. Our look is clean, simple, and easy.

The graphic of the 3-circle Mickey head should not be flopped or turned on an angle



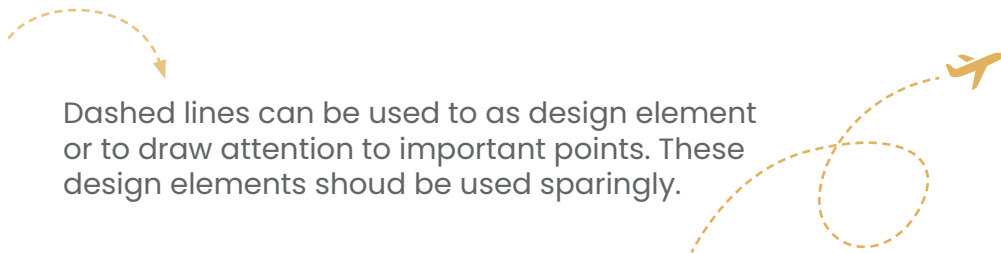
The background with the sparkle bubbles is only to be used in agency graphics, never in agent graphics



This gradient background distinguishes our travel advisors



Dashed lines can be used as design element or to draw attention to important points. These design elements should be used sparingly.



Canva graphic elements



Many canva templates include lots of extraneous design elements such as stripes, dots, waves or other patterns and shapes. Those are not permitted as part of our brand. When designing, avoid busy details that are going to distract from brand image. The exception is a dashed line as noted above. Remember the concept of "LESS IS MORE".

SOCIAL MEDIA GRAPHICS

Maintaining a consistent color palette is crucial for building brand recognition and trust. Uniformity in colors and design across all social platforms ensures that our brand is easily identifiable and conveys a cohesive, professional image to our audience.

✓ Correct use



- Use primary colors in dominant way
- Use accent colors for attention
- Use authentic images



TA Social Media Color Exception



To personalize content, Travel Advisors may use the approved colors more freely. However, blue and gold should remain the dominant colors (as shown here). Other approved colors should still be used sparingly as accent colors. The use of color needs corporate approval prior to implementation.



✗ Incorrect use



Unapproved fonts.
Incorrect color usage.



Using copyrighted photos without permission to use.



Using unapproved colors.

TA Social Media Fonts

See font rules. Those also apply to social media.

BRAND STYLE GUIDE CORE ELEMENTS

The core elements of any brand are **logo, fonts, and colors**. Following these minimal guidelines will allow Destination Magic marketing materials to have a cohesive and professional presentation.

★ LOGO

Preferred



Alternate



★ FONTS

Primary: Headlines, body text

Poppins Regular | Bold | Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456790

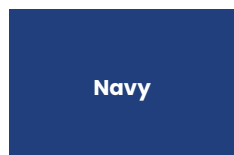
Accent

Sacramento

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456790

★ COLORS

Primary



Navy

PMS 534
C:100 M:87 Y:22 K:8
#213E7C



Periwinkle

PMS 659
C:62 M:43 Y:1 K:0
#6D92DD



Gold Dust

PMS 125
C:0 M:27 Y:57 K:0
#E8C481

Secondary

Full strength color is preferred. Light colors for use as accent colors only.



Violet

PMS 5275
C:58 M:72 Y:0 K:0
#805FBA



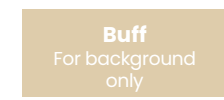
Coral

PMS 805
C:9 M:65 Y:42 K:0
#E87081



Turquoise

PMS 549
C:61 M:16 Y:23 K:0
#78C3D4



Buff
For background only

C:12 M:15 Y:28 K:0
#DECFB6

Tertiary

These colors to be used for type only



Midnight

C:94 M:86 Y:57 K:47
#141C3A



Dark Gray

C:0 M:0 Y:0 K:80
#58595B



Pewter

C:20 M:16 Y:16 K:0
#CCCACA



Dark Gold

C:17 M:36 Y:99 K:0
#D4A017

BRAND STYLE GUIDE FOR SOCIAL MEDIA CHANNELS

Social media is a very important part of an travel agents marketing plan however, it must be clear to clients that you are part of Destination Magic. This is done in a number of ways.

Agents are free to develop title, pages, watermarks, graphics, and animated logos for their social media channels, such as YouTube or Podcasts. However, it is important that all brand guidelines are followed. Any channel graphics, title pages, etc. Should incorporate the core brand elements and **must be approved** prior to publication.

★ IDENTIFIER

All agents MUST clearly identify themselves as an affiliate of Destination Magic. The phrase **An independent agent with Destination Magic** MUST be included in bio, on all title pages of social media channel graphics, or any other place where the agent's name or handle is included. This may be in type or as part of the agents logo lockup (see below). This must be approved prior to publishing.

★ PERSONAL LOGO LOCKUP

All agents will have a personalized Destination Magic logo. Use of this logo lockup will satisfy the Identifier requirement.



★ BRANDED PROFILE PHOTO

Any professional and appropriate photo is permissible.



★ HIDDEN MICKEY

When used in agent marketing and social media, the use of this graphic MUST be accompanied with the Destination Magic logo. They do not need to be together but must be on same page.

