

*Travel and the Girls*

# TRAVEL AND THE GIRLS

TRAVEL  
AND  
THE  
GIRLS

BRAND

# consistency

*checklist*

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THE SIGNATURE STYLE BLUEPRINT



*intentionally designed*

- Clearly define the strategy and style of your brand and establish guidelines
- Use the same brand elements (fonts, colors, etc) in the same way across every platform and in every application
- Make sure your brand is presented with consistent quality every time
- Use branded templates for added consistency and quality
- Infuse the core message and personality of your brand into everything you produce
- Use on-brand, professional photos
- Make sure all content is written with the same tone, voice, and personality