



One gateway. Every destination.

Version 1.0 · Winged Compass identity · Global travel, visa and education

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Why FlyGuide exists



Mission

To make international travel, visas and overseas education accessible through one accountable, technology-run consultancy.



Vision

A world where a person's ambition, not their paperwork, decides how far they go.



Promise

Every file has an owner, a status and a date. You will always know exactly where you stand.

POSITIONING

FlyGuide is a technology-enabled global travel and education consultancy that manages air and bus ticketing, tours, hotels, insurance, multi-country visa processing and study abroad admissions on a single connected platform — for individual travellers, families, students and, increasingly, corporate and agency partners.

Six values, one standard

Accountable

Named officers, tracked statuses, auditable history on every file.

Clear

Plain-language fees, timelines and requirements. No surprises.

Honest

We prepare strong applications. We never sell guaranteed outcomes.

Prepared

Checklists before submission. Documents verified, not assumed.

Human

One consultant who knows your case, from enquiry to arrival.

Precise

Enterprise systems behind every quotation, voucher and invoice.

The Winged Compass



Two sharp teal wings meet a single gold needle pointing true north. The wings carry movement — air, road, departure. The needle carries direction — the guidance a consultancy gives. Together they form a compass that is unmistakably about crossing borders on purpose, not wandering.

Geometry

Built on straight edges and mirrored angles. No curves, no gradients, no soft shadow.

Meaning

Wings = travel and ticketing. Needle = visa, education and advisory guidance.

Behaviour

The symbol is always solid. It never rotates, animates apart or gains outlines.

Lock-ups and colourways



HORIZONTAL · FULL COLOUR



STACKED · FULL COLOUR



HORIZONTAL · WHITE



SYMBOL · FULL COLOUR



SYMBOL · WHITE



HORIZONTAL · BLACK

Clear space and minimum size



X = HEIGHT OF THE SYMBOL. CLEAR SPACE ON ALL SIDES = 0.5X.

Nothing enters the clear-space field — no text, rule, photo edge or badge. When the logo sits on a photograph, place it on a solid ink or teal panel rather than directly on imagery.

Minimum size · digital

Horizontal 120 px wide · Stacked 96 px wide · Symbol 20 px

Minimum size · print

Horizontal 32 mm wide · Stacked 26 mm wide · Symbol 6 mm

Preferred format

SVG for all screen and signage use. PNG only where SVG is unsupported.

Never do this



Recolour the wings or needle outside the palette



Stretch, squash or rotate the lock-up



Add gradients, bevels, glows or drop shadows



Place the full-colour mark on busy imagery



Rebuild the wordmark in another typeface



Outline the symbol or reduce it to a stroke



Change spacing between symbol and wordmark



Enclose the logo in an unapproved shape



Use the symbol as a bullet or repeating pattern

Core palette



Gateway Teal

HEX #008491 RGB 0, 132, 145 CMYK 100, 9, 0, 43
Primary brand · compass wings, primary actions, links



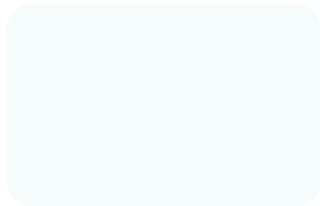
Deep Ink

HEX #0D2034 RGB 13, 32, 52 CMYK 75, 38, 0, 80
Secondary brand · sidebars, covers, monogram field



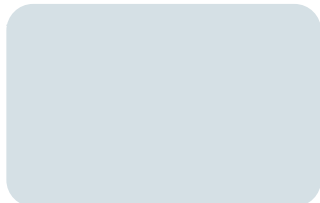
Signal Gold

HEX #EAAF49 RGB 234, 175, 73 CMYK 0, 25, 69, 8
Accent · north needle, highlights, premium moments



Paper

HEX #F6FBFC RGB 246, 251, 252 CMYK 2, 0, 0, 1
Background · app canvas, paper stock



Line Mist

HEX #D5E0E5 RGB 213, 224, 229 CMYK 7, 2, 0, 10
Light neutral · borders, dividers, table rules

Extended and status



Midnight Surface

HEX #06121F RGB 6, 18, 31 CMYK 81, 42, 0, 88

Dark neutral · body copy, dark theme surfaces



Approved Green

HEX #349D62 RGB 52, 157, 98 CMYK 67, 0, 38, 38

Success · approvals, paid invoices, completed files



Pending Amber

HEX #EBA941 RGB 235, 169, 65 CMYK 0, 28, 72, 8

Warning · documents pending, due dates



Alert Red

HEX #DB2B33 RGB 219, 43, 51 CMYK 0, 80, 77, 14

Error · rejections, overdue, destructive actions



Chart Steel

HEX #2B88C0 RGB 43, 136, 192 CMYK 78, 29, 0, 25

Information · notices, in-progress states, secondary series

Proportion and contrast



Ink and paper carry the layout. Teal marks action and identity. Gold is a moment, not a surface — approvals, north needles, premium tiers. Never let gold exceed roughly one tenth of a composition.

Ink on Paper
16.8:1 · AAA

Teal on White
4.6:1 · AA

White on Teal
4.6:1 · AA

White on Ink
15.9:1 · AAA

Ink on Gold
9.1:1 · AAA

White on Gold
1.9:1 · Fails — never

Sora and Manrope

Sora

Display · headlines, wordmark, numbers of consequence

ExtraBold · Bold · SemiBold

Manrope

Text · interface, documents, letters, invoices

SemiBold · Medium · Regular

H1 · Display	Sora ExtraBold · 48/52 · -3% tracking
H2 · Section	Sora Bold · 34/40 · -2%
H3 · Subsection	Sora SemiBold · 24/32 · -1.5%
Body	Manrope Regular · 16/26
Caption	Manrope SemiBold · 11/16 · +18% uppercase
Numeric	Manrope SemiBold · tabular-nums

A single line weight

Icons are drawn from Lucide at 1.75 px stroke, 24 px grid, square caps softened to round joins. Teal for interactive, ink for static, gold reserved for confirmed states. Never fill an icon; never mix icon families in one screen.



VISA



PASSPORT



AIR TICKET



BUS



HOTEL



TOUR



INSURANCE



STUDY ABROAD



UNIVERSITY



SCHOLARSHIP



DOCUMENTS



PAYMENTS



CUSTOMER



SUPPORT



DESTINATIONS



INVOICE



TIMELINE



BRANCH

Sub-brand system

One master brand. Divisions are written as FlyGuide + descriptor in Manrope SemiBold, never given their own symbol, colour or lock-up.

FlyGuide

Travel

Air & bus ticketing, hotels, insurance

FlyGuide

Visa

Tourist, student, business, work permits

FlyGuide

Study Abroad

Universities, admissions, scholarships

FlyGuide

Tours

Packages, groups, pilgrimage, leisure

FlyGuide

Business Travel

Corporate accounts and policy travel

FlyGuide

Partners

B2B agency and institution network

How FlyGuide speaks

- 01** Lead with the customer's next action, not our credentials.
- 02** State fees, timelines and requirements before benefits.
- 03** Never imply influence over an embassy or university decision.
- 04** One idea per sentence; short sentences in service messages.
- 05** Use the customer's file reference in every transactional message.
- 06** Bilingual-safe: avoid idioms that don't translate.

EXAMPLE

Avoid

Congratulations! Your dream visa is 100% guaranteed with our unbeatable service.

Use

File VS-1042 is ready to submit. Your appointment is 14 March, 09:30. Bring your passport and the two bank statements listed in your checklist.

Words we use, words we avoid

Use

- guided
- prepared
- eligible
- timeline
- checklist
- assessment
- your consultant
- next step
- documented
- submitted

Avoid

- guaranteed visa
- 100% approval
- cheapest
- hurry, offer ends
- dream come true
- unbeatable
- no questions asked
- risk-free
- instant approval
- agent commission

The brand in use



**One gateway.
Every destination.**

Website hero · dark ink field, white lock-up, teal accent



INVOICE INV-2041

Student visa · Canada	48,000
Air ticket · DAC-YYZ	126,400
Service fee	12,000

Total 186,400

Document system · paper field, teal totals



APP ICON · INK



APP ICON · TEAL



APP ICON · PAPER



SIGNAGE / MERCH · SOLID TEAL, WHITE LOCK-UP

What's in the kit

logo-svg/	Horizontal, stacked and symbol lock-ups in full colour, white and black
logo-png/	The same nine lock-ups at 600w, 1200w and 2400w (symbol at 256/512/1024)
app-icons/	Rounded-square app icons on ink, teal and paper · SVG + 512/1024 PNG
favicon/	favicon.svg, favicon.ico, 16/32/512 PNG and 180px Apple touch icon
color/	Colour sheet (SVG + PNG), flyguide-colours.json and CSS custom properties
social/	Open Graph 1200×630, LinkedIn banner 1584×396, social square 1080×1080
fonts/	Sora and Manrope static weights used across the identity
FlyGuide-Brand-Book.pdf	This document — 18 pages of guidelines

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