

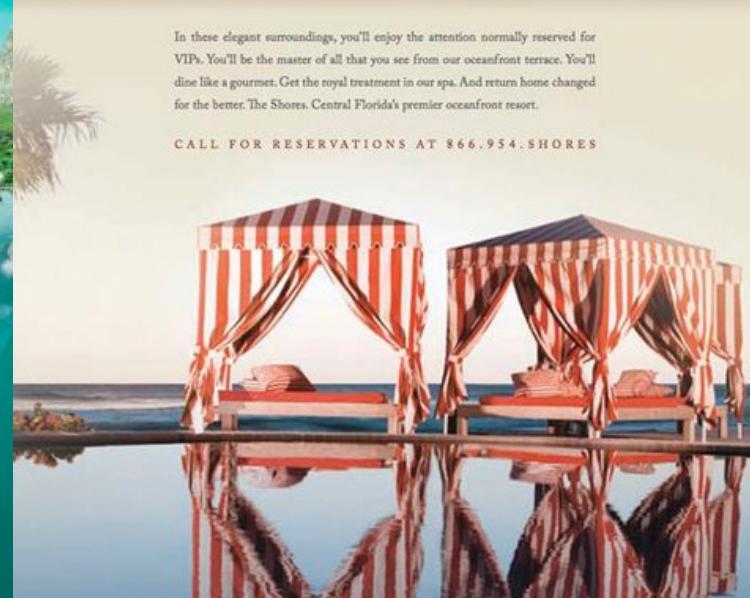


**Liberty**  
TRAVEL

BRAND GUIDELINES



# Inspiration





BUILT AT AN ICONIC LOCATION OF KANJURMARG, 10 MINS FROM POWAI  
ARKADE EARTH OFFERS GREAT CONNECTIVITY.



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*russian ruler Peter the Great, features the baroque Winter Palace, now housing part of the Hermitage Museum's art collection.*





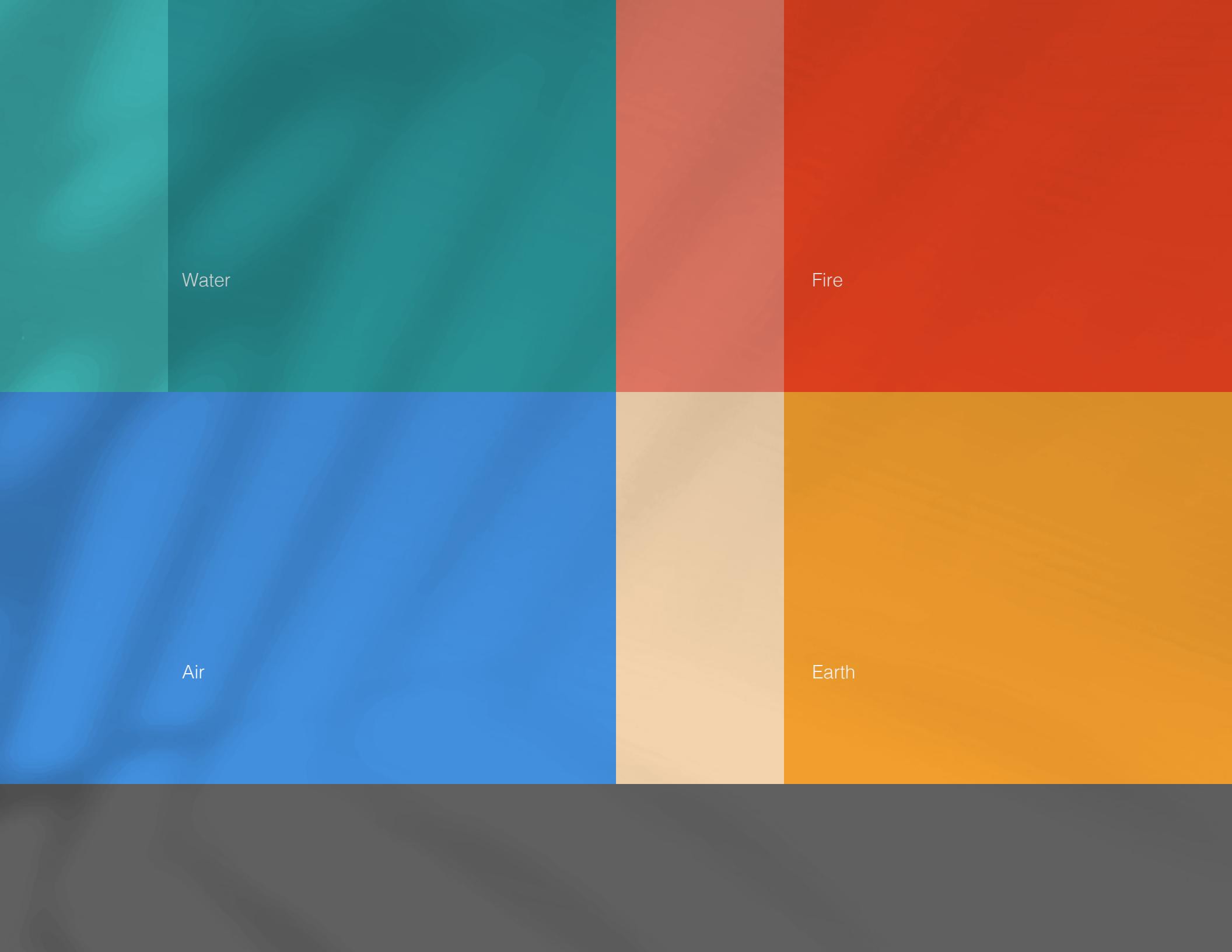
Font: **Asgard**  
**Liberty Travel**

# Liberty



**Liberty**  
TRAVEL

# Colors



Water

Fire

Air

Earth

# Fonts

Primary font

Asgard

The quick  
brown  
fox jumps  
over  
the lazy  
dog!

Pairing font

Helvetica Neue

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HEADER SAMPLE

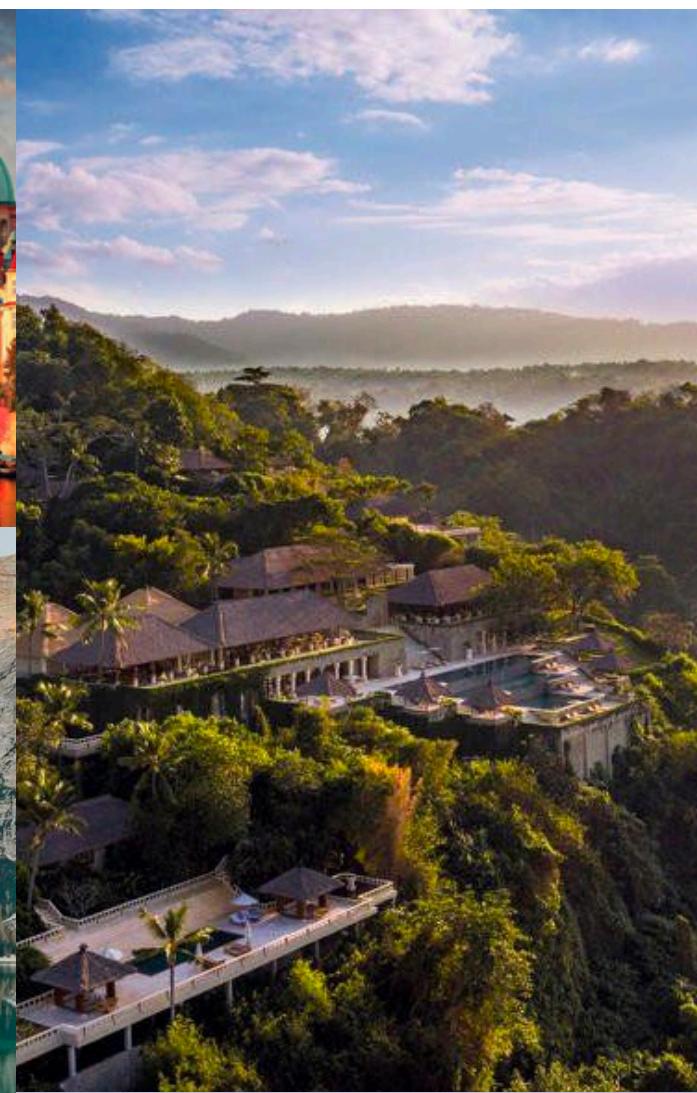
**TITLE SAMPLE**  
**subtitle sample**

Paragraph sample unt adisqui quatquodi oditent magnis aborerfercia nobitiosa si sunt. Cuptatis alibust ionserchit, sin co Nam, quam quo dolut voluptatem. Erum a comnimus dicia nost repero milicia quodis est, sus am re, suntessum sequam, volorent dolupta dolorum.

*"Cuptatis alibust ionserchit, sin co Nam,  
quam quo dolut voluptatem."*

Corissi berit quiatessero in resequam id minverio eseniente volorepro blacea santis dolum qui omnia dolorectium abo.

# Photography





# **Brand in Action**

## Stationery



Web

Liberty

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## Email marketing

The image shows a Liberty Travel email marketing campaign. The top half features a scenic view of a bridge over a river with buildings in the background, overlaid with the text "we got you!" and the Liberty Travel logo. Below this, a red banner contains the text "RESERVE NOW" and "BROWSE BEST VACATION DEALS". Three circular thumbnails are shown: "Romantic Rendezvous" (couple on a boat), "Memory Making" (family with a child), and "Sea the World" (couple on a sailboat). The bottom section features a world map with pins and the text "Get the most out of your next trip." A "DOWNLOAD APP" button is at the bottom left, and the Liberty Travel logo is at the bottom right.

**we  
got you!**

Connecting people and places is at the heart of what we do. And we pride ourselves on our superior selection of hotel and resort partners, as well as the outstanding rates and benefits that we are committed to curating.

RESERVE NOW

BROWSE BEST VACATION DEALS

Romantic Rendezvous

Memory Making

Sea the World

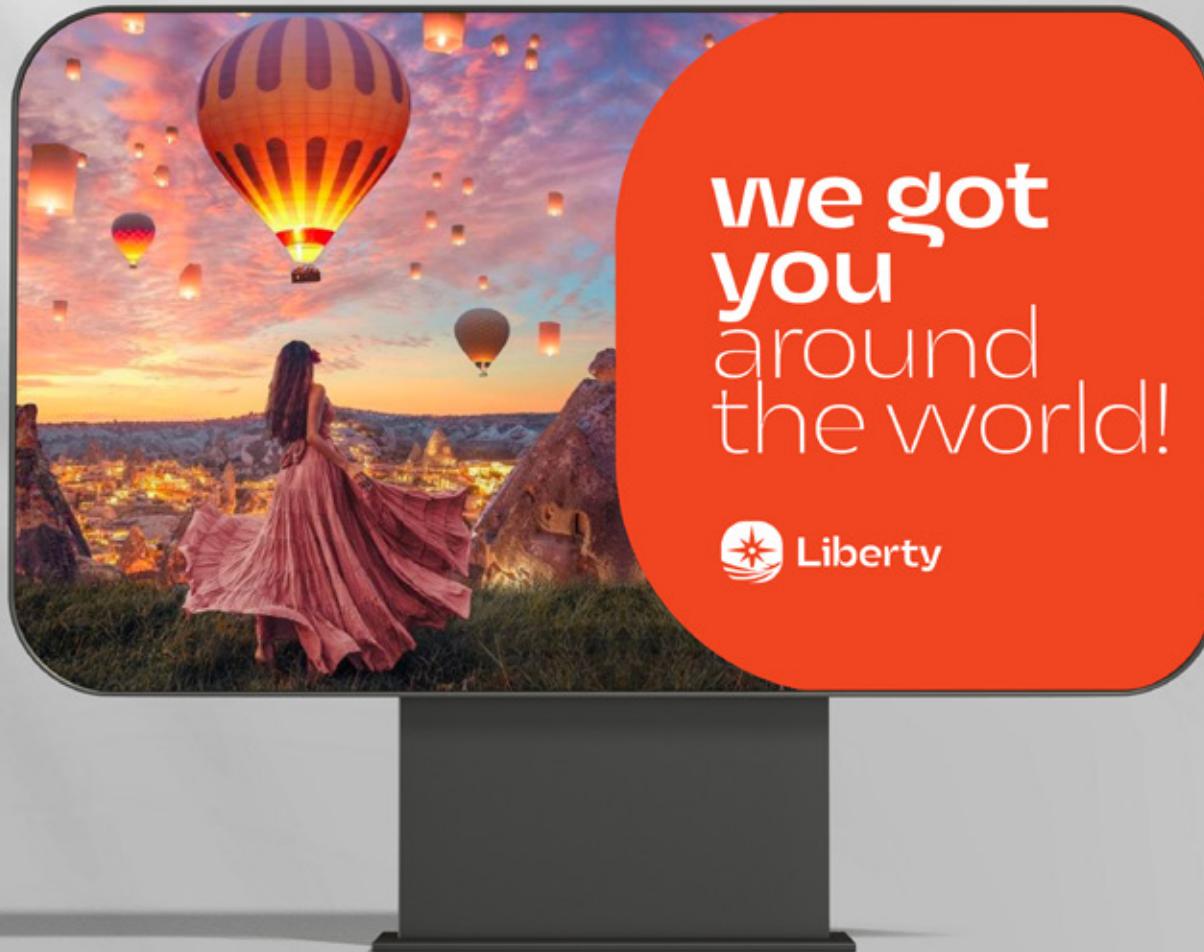
Get the most out of your next trip.

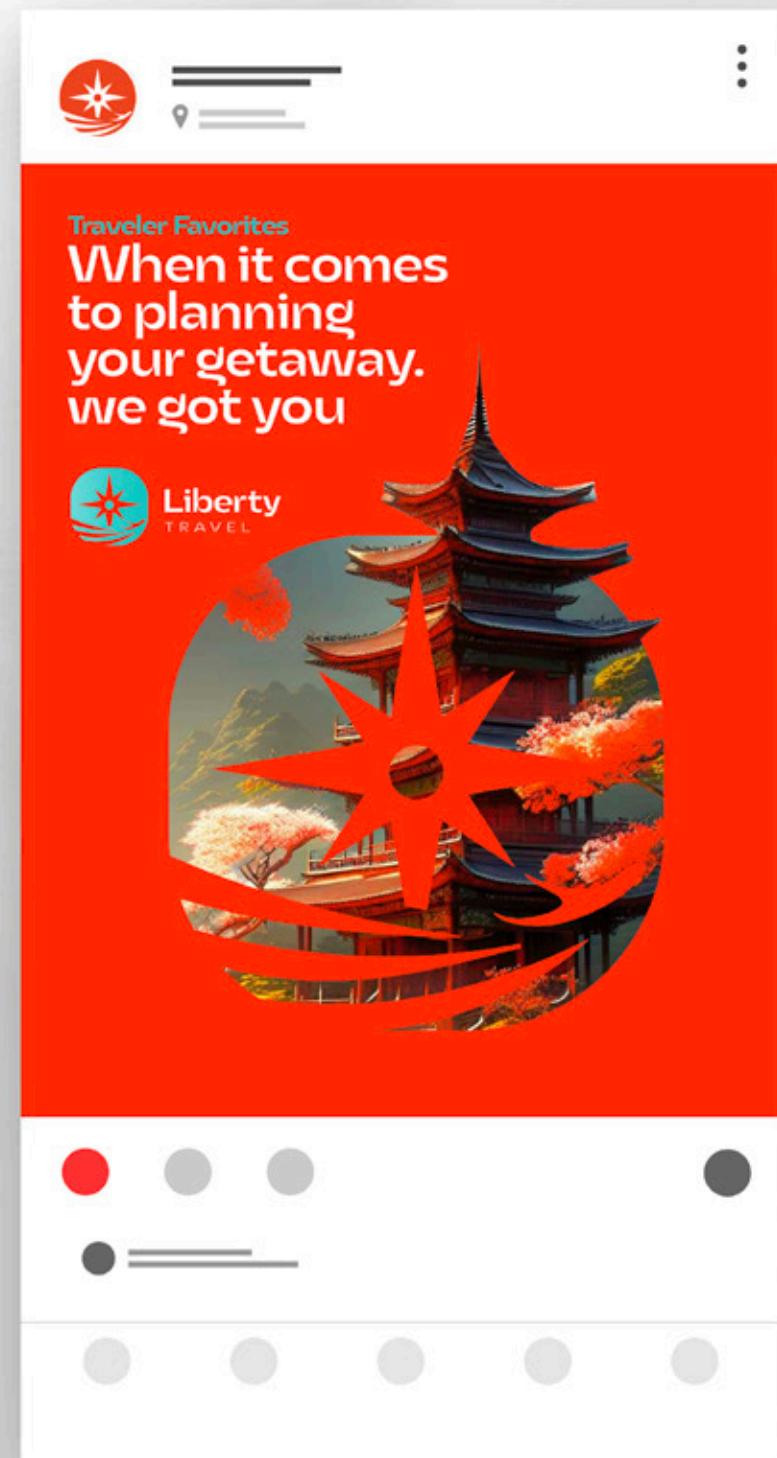
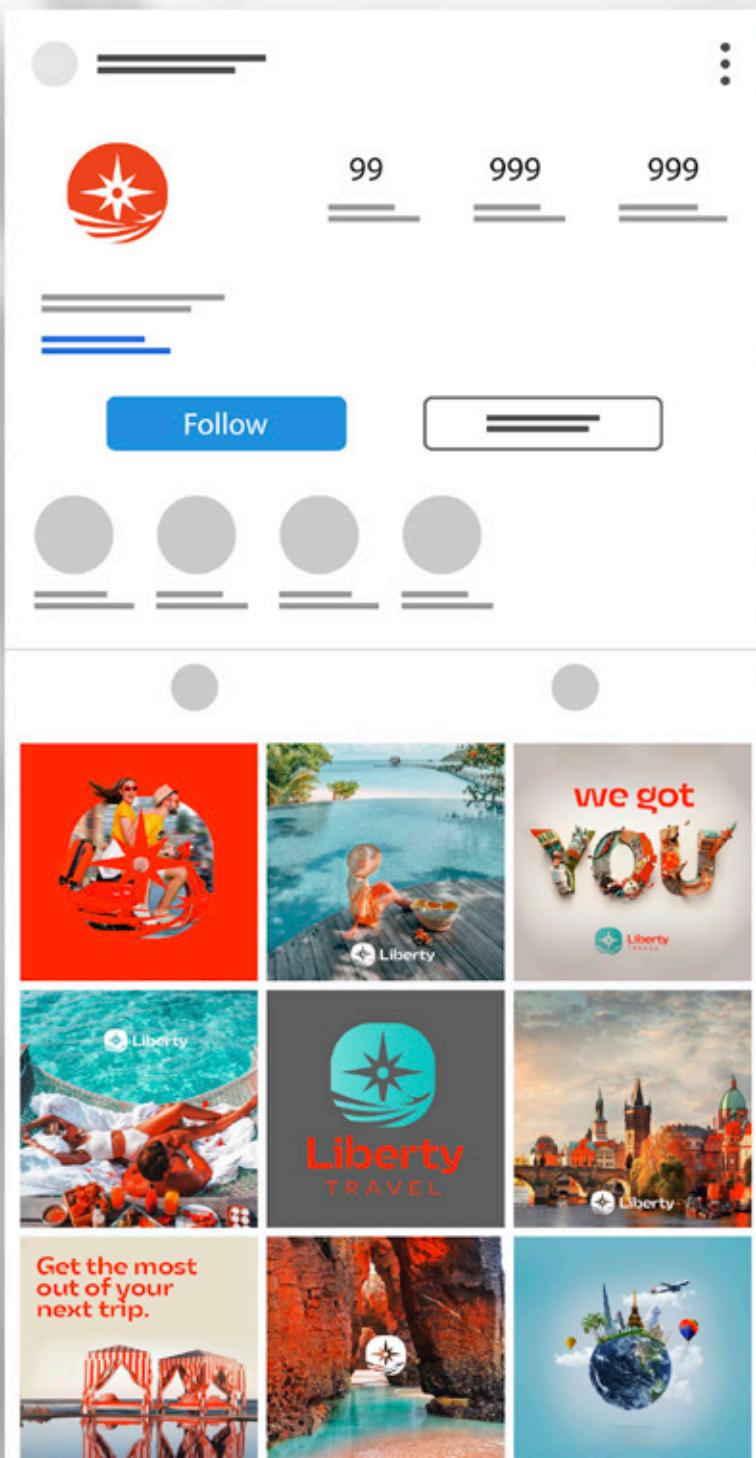
DOWNLOAD APP

\*Conditions Apply. Additional fees for baggage may apply. Please contact your airline or refer to its website for detailed information regarding baggage fees and restrictions. For more information, please visit our baggage policy page. Special promotions valid on new bookings only. Prices are per person, based on double occupancy accommodations. All-inclusive prices are for roundtrip travel departing from select cities.

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Display





Uncomm<sup>®</sup>

Thank you!