MAROT & SANDERS

BRANDVERTISING MAGIC & MEDIA

PRESENTATION | SURE VOYAGER TRAVEL - UPDATED IDENTITY

CLIENT | SURE VOYAGER TRAVEL

DATE | 10 11 2026

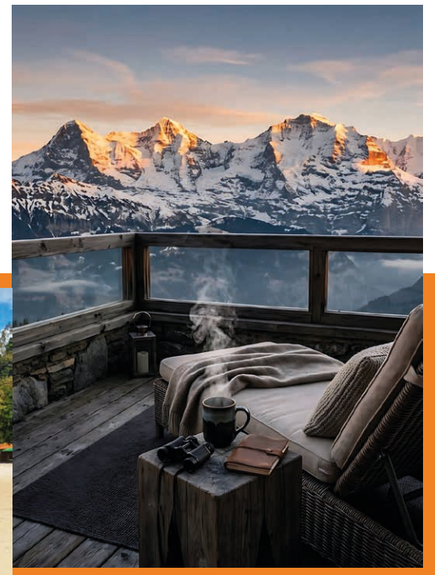
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THE STARTING POINT - A NEW WAY TO SEE THE WORLD



is about *discovery, inspiration, connection* and *experiences* that stay with you long after the journey ends.





sure voyager travel & tours

While the current Sure Voyager Travel & Tours identity communicates a structured, established corporate travel business, it no longer fully captures the spirit, personality or individuality of the experiences the agency has grown to offer.

This opportunity is to move beyond the traditional conventions of the travel industry and create an identity that feels more contemporary, inviting, expressive and inspiring.

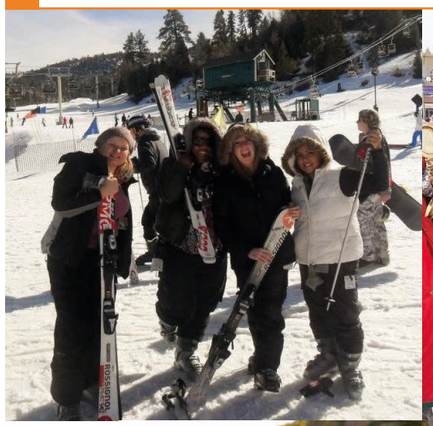


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THE BRAND VISION - REPOSITIONING THE PERCEPTION

Sure Voyager Travel & Tours is *more* than just a travel provider.

It's a creator of exceptional travel experiences and thoughtfully assembled itineraries, opening doors to unique destinations and transforming every trip into an unforgettable adventure.





With over 40 years of industry experience the agency's strength lies in offering ***something different*** and experiences that go beyond the ordinary.



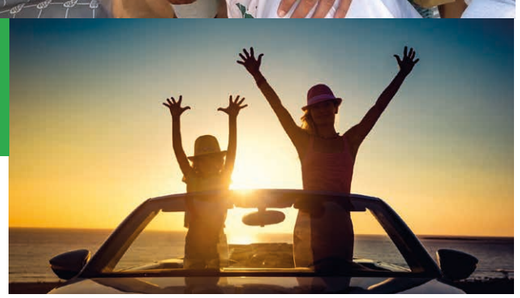








The new identity needs to bring this distinction to life, positioning the brand as an inspiring travel partner rather than simply another travel agency.



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A CHANGE IN DIRECTION - FROM STRUCTURED TO EXPRESSIVE

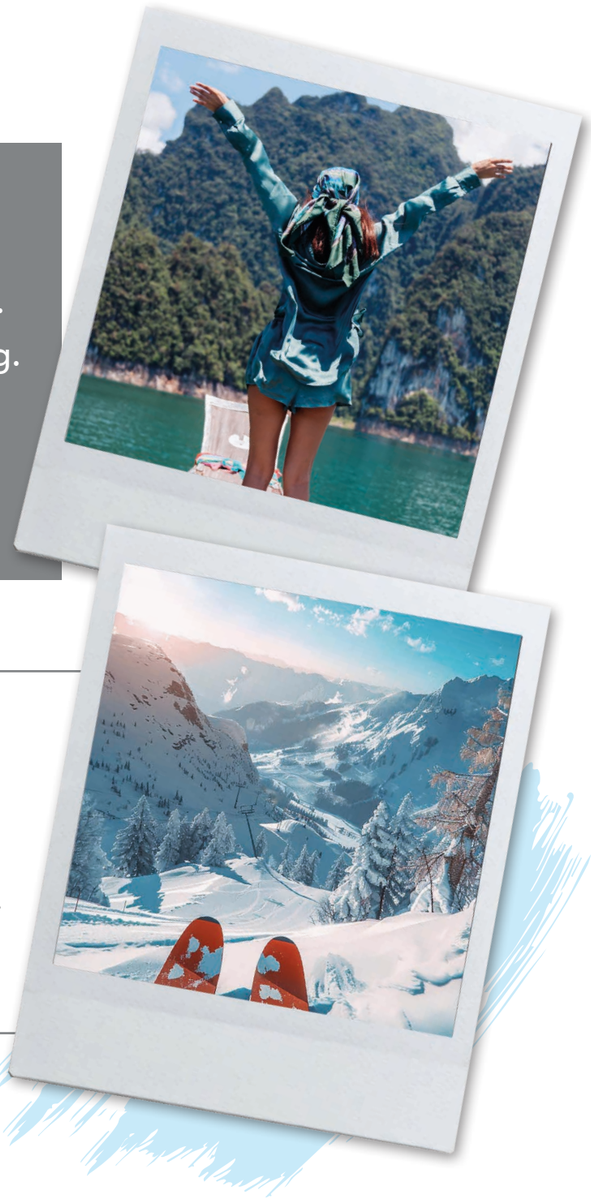
The visual direction will move away from the rigid, formal and heavily structured appearance of the current identity.

In its place, we'll introduce a freer, more fluid and contemporary design that feels less corporate and more experiential, reflecting the spirit of exploration and possibilities associated with travel.



The intention is to create a brand that feels:

- More relaxed and approachable.
- More vibrant, expressive and contemporary.
- More aspirational and emotionally engaging.
- More distinctive and memorable.
- More reflective of the unique experiences the agency delivers.



Fresher and more vibrant complementary colours will introduce a sense of energy, depth and contemporary feel.



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NEW LOGO WITH PAYOFF

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A NEW LOOK - ROOTED IN REPUTATION, INSPIRED BY EXPRESSION

OLD LOGO

NEW LOGO

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A NEW LOOK - ROOTED IN REPUTATION, INSPIRED BY EXPRESSION

sure voyager travel

discover a world *beyond* the expected

Travel is inherently visual and the updated brand identity captures the imagination and evokes wonderment in the possibilities.

The updated identity represents a shift in how the agency presents itself to the world, embracing a more modern, expressive and experience-driven personality.

More than a new look. ***A new expression of the brand.***

The organic brushstroke inspired graphic elements deliberately break away from the straight lines and rigid framing associated with the previous corporate aesthetic while the core SURE identity principles are still maintained.

They introduce a sense of movement, and artistic expression, helping the identity feel more individual and less conventional. Importantly, they also create a visual metaphor for travel itself: journeys that are fluid, experiences that are individual and a world of possibilities that cannot always be confined to a predetermined path.

To make the new identity cleaner, the “& tours” has been omitted, returning to the original simpler, easier to read, Sure Voyager Travel.

The new payoff:

Discover a world *beyond* the expected.

A statement that captures the company’s promise of discovery, individuality and extraordinary, unique travel experiences like no other can provide.

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THE BUSINESS FLOW - EMAIL SIGNATURE

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OVER 40 YEARS

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THE BUSINESS FLOW - EMAIL SIGNATURE

OLD EMAIL SIGNATURE



NEW EMAIL SIGNATURE



The updated email signature will be clean and uncluttered with every element clearly differentiated.

Greater use of white space, simplified compositions, expressive graphic details and prominent photography creates a more relaxed visual rhythm. The brushstrokes will become a recognisable visual feature that adds character and consistency across the brand. In this case these are used as placeholders for beautiful and aspiring colourful visuals of destinations and experiences.

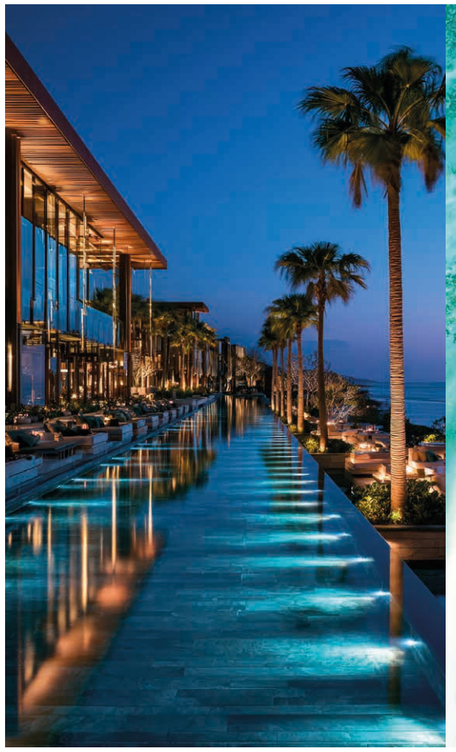


The over 40 years emblem has been updated in accordance with the new less rigid design philosophy.

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THE BUSINESS FLOW - IMAGERY THAT MOVES










Imagery used should be aspirational and reflective of the extraordinary experiences waiting to be discovered.

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THE BUSINESS FLOW - FONTS FOR FUNCTION

CORPORATE FONT

The SURE corporate typeface will remain unchanged as the **Geometric 415 family**. This will be used on all official documentation and printed material including stationery as well as email signature wording etc.

Geometric 415 Medium
0123456789:;.,?!/&%
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DESIGN FONTS

For a more creative flair to advertising and the new visually-forward direction of the agency, these fonts will be utilised sparingly for focused messaging in social media posts, creative elements to the website, posters etc.

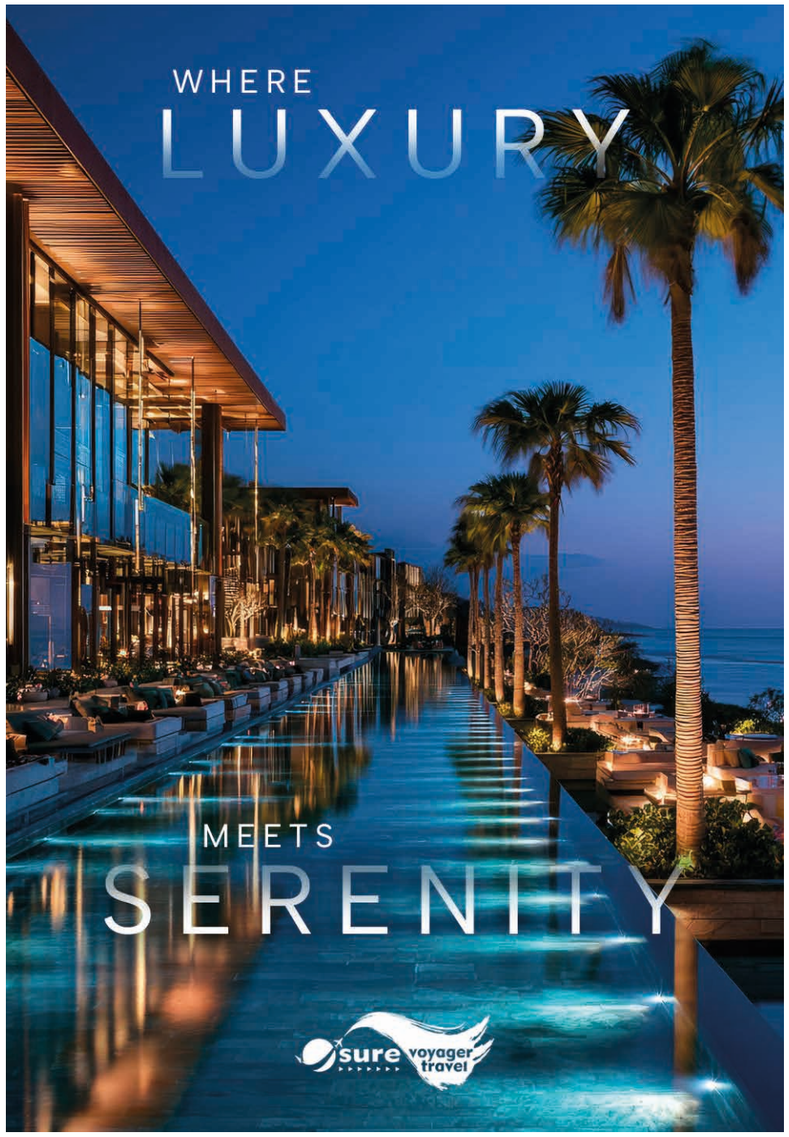
Albert Sans Regular
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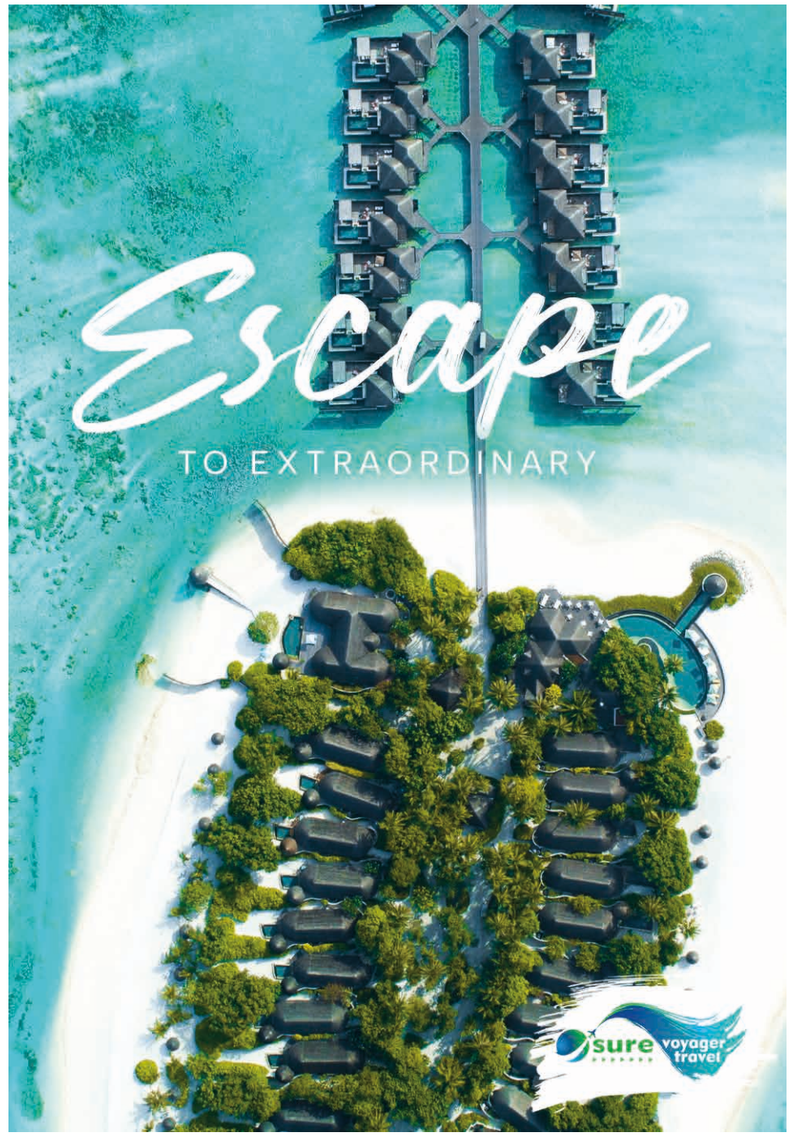
Fonts will be simple, clear and not overpower any visuals.

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THE BUSINESS FLOW - FONTS FOR FUNCTION







APPLICATION OF FONTS & LOGO ON IMAGES

Short descriptive and emotive headlines using the Albert Sans Regular font in uppercase and a kearning of 200 will be reversed out of the image in white. The headlines will be creatively incorporated into the image to form part of the entire visual scene.
Alternatively, the headline may be in colour on light backgrounds.
The updated Sure Voyager logo will be neutral and reversed out in white to keep the colours of the destination image the main focus.

ALTERNATIVE APPLICATIONS

For extra headling emphasis, the Showclick brush font can be used in conjunction with the Albert Sans font. For a full colour Sure Voyager logo option, this can be used with a white background brush stroke graphic.

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THE BUSINESS FLOW - THE KEY MARKETS

Collectives

Groups Division

Origins

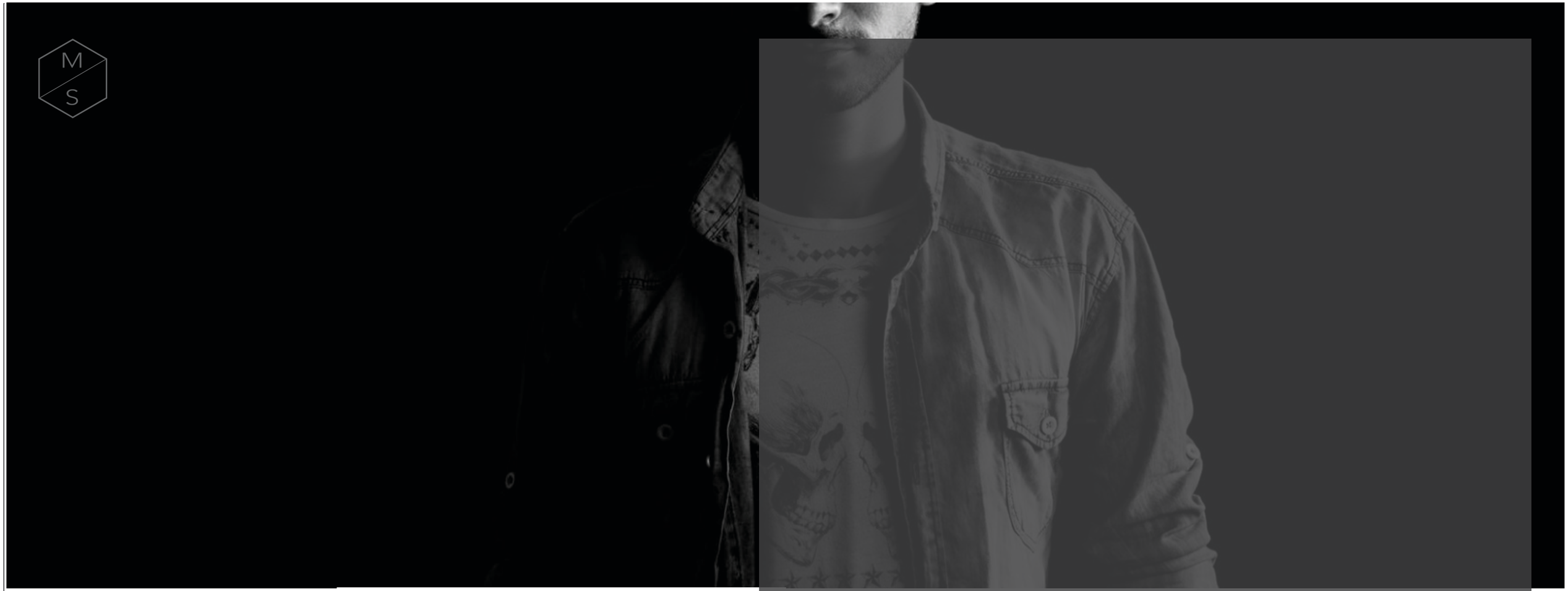
Inbound & Domestic Travel

Horizons

Leisure Market

As there are 3 distinct key markets that the company wishes to focus on, the new identity can be utililsed both internally (and external with the correct marketing) to differentiate the various segments.

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SIGNING OUT

THANK YOU

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