

Branding Project: Art 466

For my final, I want to create a website for a travel brand. This brand should specifically target people of a younger age, ages 20 to 30 ideally. I want it to not only allow people to book specific vacations, but to include possible events that younger people might enjoy during their vacations. I want to also include a sort of roommate/travel partner feature, and make it possible to not only book a vacation but to prepare an itinerary for the vacation too. There should be a variety of different vacations offered, from tropical resorts to skiing/snowboarding sites.

I want the color scheme to be a variety of colors, but not too vibrant. There should be a neutral base with soft oranges, blues, greens, etc. I want to work with a serif, but I'll pair it with a sans-serif so that the brand imagery doesn't feel too formal. I want this brand to feel casual and inviting, and make travel something that doesn't have to be a huge luxury. I want the main pages of the website to include highlights for the most popular vacation spots, a booking page, and an events/planning page. I want to work with a lot of imagery to highlight the beautiful different possible destinations for the audience.