



BRAND GUIDELINES

Logo Usage & Visual Identity Standards

UPDATED AUG 2026

OVERVIEW

This guide documents the JayWay Travel logo system and how to apply it consistently across print, digital, and partner materials. The identity centers on a folded-map icon paired with a two-tier wordmark, built to feel classic, well-traveled, and trustworthy. Six logo families are provided — Horizontal and Vertical lockups, plus a standalone Icon — each in Standard (full color), Monochrome (black or white), and Inverted versions, delivered as AI, PDF (CMYK/RGB), and PNG

Download Our Logo Pack →

Insert link

PRIMARY LOGO

The horizontal logo (in which elements are distributed along a horizontal axis) is our primary logo and should be used in most instances. Always use the files provided in the logo pack, do not re-create. When scaling down, make sure you aren't scaling beyond the point of legibility.

LOGO



WORDMARK (LOGOTYPE)

LOGOMARK

The mark has two parts that always travel together: the map icon or **logomark** (a red tri-fold map with a dashed route line and an "X marks the spot") and the **wordmark**, which sets "JayWay" in a serif display face above "TRAVEL" in a wide-tracked sans-serif. Together they form the full signature; the icon alone may be used only as an app icon, favicon, or social avatar.



When writing about our company or service, use the full name of our brand "JayWay Travel". We strongly prefer you capitalize the letters "J" and "W" in "JayWay", but the simpler "Jayway" is also allowed. If you mention our brand repeatedly or intend to use the name as an adjective, you can simply use "JayWay" without the "Travel" ("my next JayWay vacation" etc.).

LOGO VARIANTS

HORIZONTAL LOCKUP

The primary lockup for most applications — headers, letterhead, signage, and email signatures.



Standard Logo



Inverted Logo



Monochrome — Black



Monochrome — White

VERTICAL LOCKUP

Use the vertical lockup where space is taller than it is wide (posters, social profile headers, packaging).



Standard Logo



Inverted Logo



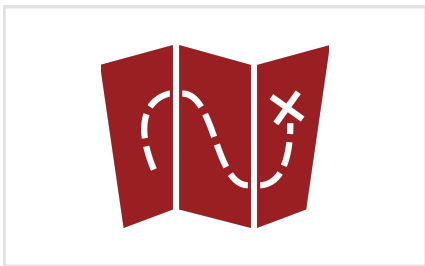
Monochrome — Black



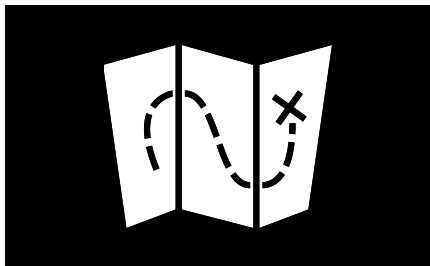
Monochrome — White

ICON

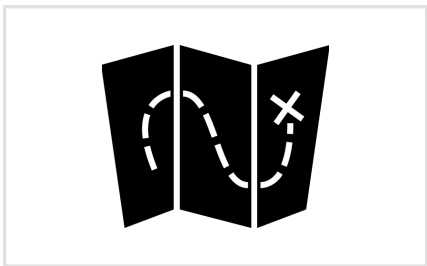
Use the icon alone only for small-format brand recognition — app icons, favicons, social avatars — never as a replacement for the full logo in headline placements.



Standard Icon



Monochrome — White



Monochrome — Black

INCORRECT USE

It is allowed to decrease the transparency of the monochromatic white logo for uses such as watermarking media (photos, videos). Please ensure the logo is always visible and clearly legible and not interfering with any major elements of the background it's being placed on (especially for photography use).

DO'S & DON'TS

DO	DON'T
✓ Use approved logo files exactly as provided	✗ Recolor the logo outside the approved palette
✓ Keep the icon and wordmark in their fixed proportions	✗ Rotate, skew, or distort the logo
✓ Maintain clear space around the logo at all times	✗ Add drop shadows, outlines, or other effects
✓ Use the monochrome or inverted version on busy or dark backgrounds	✗ Place the standard logo on low-contrast backgrounds
✓ Scale the logo proportionally (never stretch)	✗ Separate the map icon from the wordmark in the primary lockup

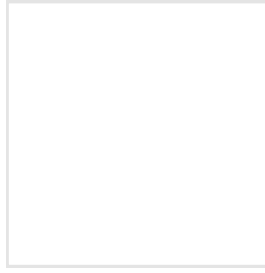
COLOR PALETTE



HEX: #981C1F
RGB: 152, 28, 31
CMYK: 22, 96, 90, 20



HEX: #231F20
RGB: 35, 31, 32
CMYK: 0, 5, 3, 88



HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

i White is used as background and as the reversed color for the wordmark/icon on dark or photographic backgrounds. Do not introduce additional colors into the logo itself.

PRIMARY TYPEFACE

Montserrat →

Regular Medium Semibold Bold ExtraBold