



[www.takewalks.com](http://www.takewalks.com)

Design a logo for our new product: Walk On Walk Off

## Who We Are & What We Do

We are a tour operator offering small-group sightseeing tours, food experiences and day trips in some of the greatest cities around the world. We began in 2008 as Walks of Italy, delivering walking tours in locations such as Pompeii, the Vatican and the Colosseum. Since then we have expanded our network to include Paris and NYC - and in 2018 we'll be launching tours and day trips in London, Barcelona & San Francisco. This expansion has led to us developing a brand called *Walks*. As part of this, we recently launched a new, global platform to house all our products: [www.takewalks.com](http://www.takewalks.com)

## Our Target Audience

Our target audience is 25 to 45 year olds primarily based in North America. They are college educated professionals, often traveling in couples or with their families. They have enough disposable income to visit Europe for 10 days to two weeks, but not so much that bargains are not important to them. Their time is valuable - this is probably one of, if not the only time they will visit the city they are in so we have to make sure that they get plenty of value for their money.

## Our Purpose

**Our philosophy: The best way to travel is to take walks.**

Every city has a story to tell but you won't hear it on a tour bus. The only way to really understand a city is to get out and explore it at street level, where the story of a place is waiting to be discovered. We take our guests beyond the obvious, in the places we explore together and the stories we tell, so they get a fresh insight into the world's greatest cities.

### **Insightful product.**

Walks products are innovative and insightful. Rather than copy/pasting standard tours, we find a new and better way to explore, even at the most familiar attractions. It might be VIP access, an additional site that offers new context, a new museum itinerary, or a completely new development like augmented reality (watch this space!) When we take walks we don't follow the crowd. We lead it.

### **Personal connection.**

People are at the heart of everything we do: Leading tours, answering calls, making sure the trains run on time. At every level we aim to form more personal connections. Pre-travel this means easy booking, flexible cancellations and great travel advice (like the best restaurant recommendations). During our tours it means keeping groups small to encourage interaction, and only working with the best, most personable guides.

## Brand Identity

The Walks brand is distinctive, clean, fresh and mature. We aim to keep a balance between the heritage that we cover on our tours and being a modern innovative travel company. It is an identity that has one foot in the past and one in the future.

## **Our Colors.**

The signature color of Walks is *Jade Green*. It is not just the color of our logo, it is the familiar tone that greets you during every point in your journey to take walks; from website to email confirmations, printed tour materials and swag.

Walks Jade Green: #57B69D

Walks Blackberry: #443D47

Walks Blackberry Light: #67626b

Walks Blueberry: #2D4460

Walks Blueberry Light: #427899

Walks Slate Grey: #C8D0D8

Walks Misty Mountain: #F7F7F7

Walks Cranberry: #AF3756

Walks Star Gold: #FFB446

## **Our Typography.**

Walks has two typefaces; *Delima* and *Alegreya Sans*.

*Delima* is a classic, elegant, mature and fresh typeface. It reflects the heritage of Walks and speaks to classic tours like our Vatican range. *Delima* is distinguished by its light serif treatment, which creates its subtle yet identifiable characteristic. This typeface is to be used for headlines and titles.

*Alegreya Sans* is a dynamic, balanced and modern typeface. It was designed to give a pleasant feeling to readers of long texts in both print and on screen. It also has many weights and widths, which gives it design flexibility. This typeface is to be used for all body copy.

The Walks logo uses Didot.

## **Tone of Voice.**

Walks' tone is friendly and approachable but well-informed. We aim to disseminate even the most complicated information in a way that is easy to understand and to retain, just as we expect our guides to do on a tour. We put the effort into communicating well, so our guests never need to work to understand us.

When we speak it is with passion and local expertise. We drive people to take their vacation into their own hands by exploring more, trying new foods and unexpected restaurants, and visiting places they would never have considered.

The Walks voice is educated and informative but not scholarly or superior. It always shows a deep love and understanding of place. When possible, we avoid clichéd language in favor of the

kind of sensory descriptions that can only be learned through experience (don't tell me about the Wikipedia entry, tell me what it smelled like, what it tasted like, what the room felt like.) We're not box-tickers, we're locals and insider: the people who show up early to talk to the fisherman, and stay late to meet the chef. That's what we're trying to share with every guest.

## Walk On Walk Off

### What do we need a logo for?

We need a logo for a new product called *Walk On Walk Off*.

### What is *Walk On Walks Off*?

*Walk On Walk Off* is new pass product that allows guests to join guided tours of top attractions when and where they choose, without advanced registration. In Spring 2018 Walks is launching a new product line in San Francisco, London & Rome, calling on all travelers to hop off the bus and explore at street level. In each city we will run a schedule of 40 - 60 tours per week, digging into the top attractions of that city as well as more offbeat adventures like a food tour in Rome or a Jack the Ripper tour in London. Each tour is 60 - 90 minutes long and no advance registration is necessary. Guests just buy a pass (priced \$45 - \$60, valid for 7 days), grab a schedule and join the tours that suit them. Redemption is unlimited, so if they really like a tour, they can take it twice. We call it *Walk On Walk Off*.

We're capitalising on a product (Hop On Hop Off) that is already familiar to consumers, but taking a more sophisticated approach by contrast.

### Who is the target audience for this product?

The younger end of our customers: people who want to get in depth information about a city while still maintaining the freedom and flexibility that is sometimes lost when you have to schedule your day around a tour.

### Who is the competition? What other products will *Walk On Walk Off* sit beside?

Hop On Hop Off

Free city tours offered by tourism boards

### Where will the logo be used?

The logo will be used in print brochures, pull-up displays, digital advertising and promotional merchandise.

### Design Style

We are looking for a flat and minimal style that will fit within our existing brand and complement our existing logo. Our preference is a typography treatment, which can include an illustration as part of an identifier. It needs to be scalable and easily identifiable.

**What tone or message do we want the logo to portray?**

Keeping with the heritage of our brand but coming off as slightly (ever so slightly) more free and lighthearted. We also want the tone to be more sophisticated than that of our competitors.

**Colors**

The new logo should use colors from the Walks color palette (see above). We would like to see versions using combinations.

**Typography**

The main Walks logo uses *Didot*. Our preference is to maintain a consistency between our main logo and our new product logo. This can mean continuing to use *Didot* in the new logo, but we are open to alternative proposals.