

p (TripOn)

Giving identity. Gathering momentum.

The Overview: *Going places*

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$ 100 billion in 2008 and that is expected to increase to US\$ 275.5 billion by 2018 at a 9.4% annual growth rate.

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done.

The Client:

Making a foray

TripOn Leisure Holidays is a Holiday Consulting & Designing Company; a division of ATT Logistics Pvt Ltd, Bangalore. ATT Logistics provides high quality mobility solutions, specially designed for private and corporate customers.

Already having the resources they decided to offer a value added service to the clientele by starting a Holiday Consulting, Designing & Executing firm. Thereby TripOn Leisure Holidays was formed offering professional services to Travelers & Holiday seekers in India & overseas to make exploring South India much more convenient.

The Requirement:

Imparting an identity

A name that is easy to go by and yet conveyed the whole measure of their services was sought in order to establish them in the already saturated travel industry. Short yet profound was the need in order to capture the attention of holiday seekers.

“As part of the branding exercise that afforded most visibility and a visual connect with customers, the logo had to be both friendly and unique for it to make an impression that remained fresh in their minds. ‘Freedom to roam’ was the thought to be most prominently”



The Solution:

Making inroads

We coined the name 'TripOn' for the client, which was able to capture the essence of their services. A trip

"The logo was created having a bird about to take flight, symbolising freedom. The predominant orange colour used stood for optimism, warmth and clarity. The feathers were multi-shade, welcoming one and all to the travel experience. The black font created was semi-cursive and bold standing for authority with a helping of trust and friendliness. "

is very much on when one travels with them to breath-taking destinations. The name was simple but captured the core message: to travel with them for a memorable journey.





TripOn

LEISURE HOLIDAYS

The Theme:

Carrying on the good work

Using the logo elements and typography we were able fashion apt collaterals and branding mediums for TripOn to form a unique identity for them.

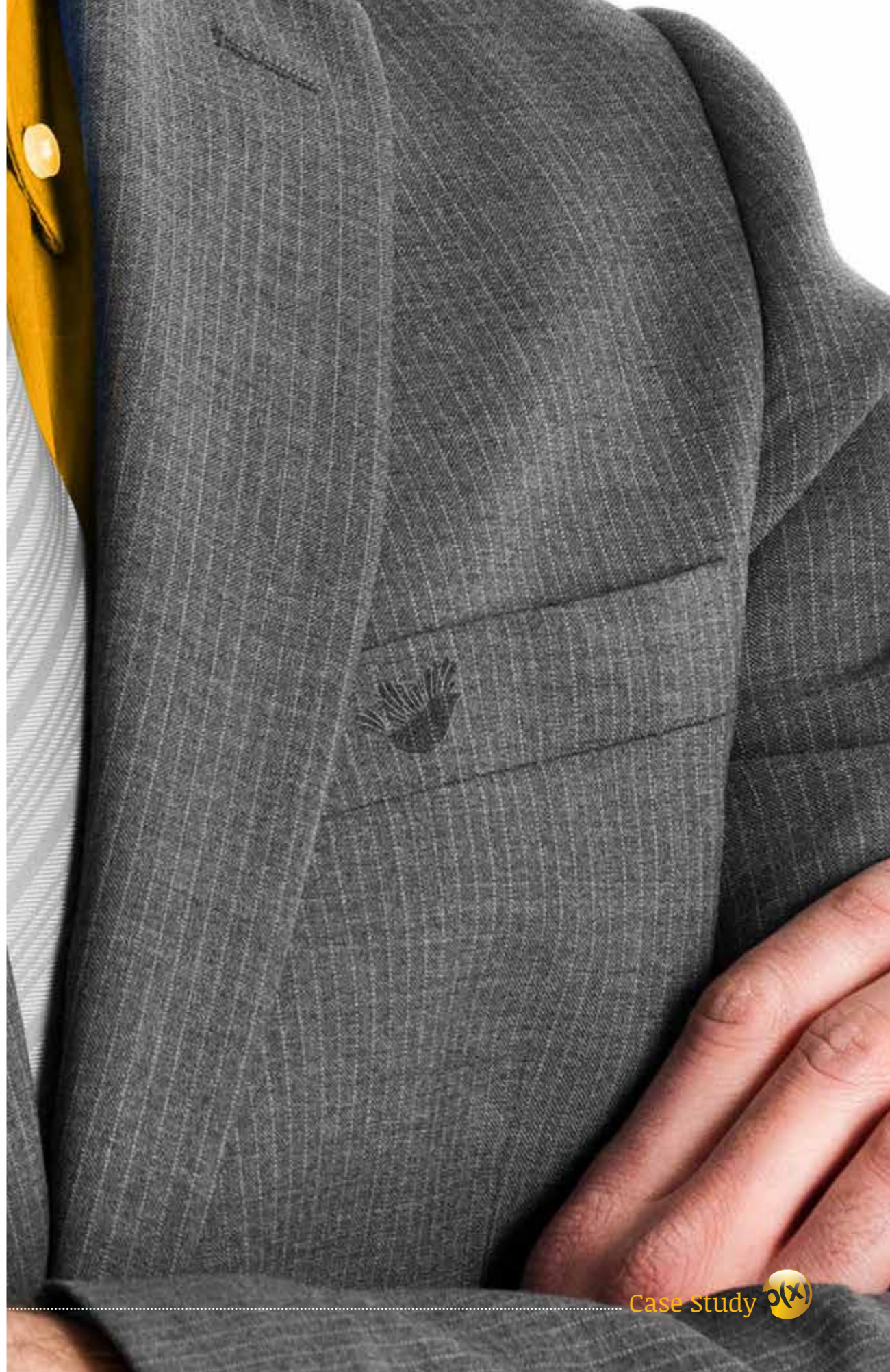
“By imparting a uniform look and feel to everything that spoke of the brand, a level of consistency was achieved that was sure to strike a chord in the minds of their clients.”







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Case study 







The Result:

A lasting impact

We were able to position TripOn as an inviting and friendly brand for clients to easily approach and immediately get cracking on planning dream holidays. Freedom was the key selling point and we have represented that very evidently in all imagery used.

The name, logo and collaterals developed were well received and translated into a notable brand image for the client. By establishing the brand as one full of life and zeal, the connect with customers was very real and conducive for lasting relationships.