*natasha / slow & conscious travel*

# **slow travel** for curious people

The idea: a travel journal that moves at the pace of scrolling. Her butter yellow, her tight lowercase headlines and her own handwriting, a dotted route that draws itself, polaroids, iPhone Notes cards and passport stamps.

clear space = height of the "n" on every side

natasha

Natasha has no logo file. The wordmark is her name set in Inter Tight Bold, the typeface of her Instagram headlines, with tight tracking (-0.06 em), all lowercase, outlined as a vector so it never changes.

## Versions

natasha

Ink on paper: the default

natasha

Butter on leaf: footer, dark blocks

natasha

Ink on butter: highlights

## Minimum size

natasha

18 mm wide in print, 72 px on screen. Below that, use the "n" icon.

## The "n" icon

n

Favicon and avatar: an ink "n" on a butter square, corners rounded to a quarter.

## Don't

atas

× stretch or squash

natasha

× recolour outside the palette

natasha

× add a drop shadow




× place it on a busy photo

# **colours** from her own grid

Her butter yellow (sampled from her Instagram headlines, #FCF8C0) is the only accent. Everything else is paper, ink and the deep green of the cloud forest. Light theme only.

**Paper**
#FAFAF6 · RGB 250 250 246
CMYK ≈ 0 0 2 2
page background

**Ink**
#141A16 · RGB 20 26 22
CMYK ≈ 23 0 15 90
headlines, text, primary buttons

**Butter**
#FCF8C0 · RGB 252 248 192
CMYK ≈ 0 2 24 1
her yellow: highlights, blocks, footer type

**Leaf**
#16291C · RGB 22 41 28
CMYK ≈ 46 0 32 84
Saudade section, footer, big numbers

**Mist**
#EDF0E8 · RGB 237 240 232
CMYK ≈ 1 0 3 6
alternate section background

**Ink 2**
#47524A · RGB 71 82 74
CMYK ≈ 13 0 10 68
body text, captions

**Butter 2**
#F3E37A · RGB 243 227 122
CMYK ≈ 0 7 50 5
active budget bar, map points

**Leaf 2**
#21402C · RGB 33 64 44
CMYK ≈ 48 0 31 75
passport stamps

**Notes cream**
#FFFDF0 · RGB 255 253 240
CMYK ≈ 0 1 6 0
iPhone Notes cards

**Notes yellow**
#E8BE2E · RGB 232 190 46
CMYK ≈ 0 18 80 9
checkmarks in Notes cards

**Notes gold**
#C9A227 · RGB 201 162 39
CMYK ≈ 0 19 81 21
"‹ Notes · Done" bar

**Live green**
#2F9E5B · RGB 47 158 91
CMYK ≈ 70 0 42 38
"currently" pulse dot

**Polaroid white**
#FFFFFF · RGB 255 255 255
CMYK ≈ 0 0 0 0
polaroid frames, cards

**Map land**
#DFE5D7 · RGB 223 229 215
CMYK ≈ 3 0 6 10
land on the route map

**Map sea**
#F1F4F2 · RGB 241 244 242
CMYK ≈ 1 0 1 4
sea on the route map

## Colour hunting chips

**yellow** #F2D64B · **orange** #E8893A · **red** #D9483B · **pink** #E58BB0 · **green** #5E9A5A · **blue** #3D7FC1 · **white** #F4F3EE

CMYK values are approximations converted from RGB; check with a printed proof. Chips are only used in the colour hunting game.

PRIMARY · HEADLINES AND TEXT

# Inter Tight

## **slow travel** for curious people

articles to read **instead of doom scrolling**

travel, hobbies and thoughts from a year and a half across latin america.
currently in ecuador.

| Light | Regular | **Semibold** | **Bold** | **Extra** |
|---|---|---|---|---|
| 300 | 400 | **600** | **700** | **800** |

| Role | Weight | Computer | Phone | Tracking |
|---|---|---|---|---|
| Hero headline | 700 + 300 | 109 px | 50 px | -0.055 em |
| Section headline | 700 + 300 | 81 px | 37 px | -0.055 em |
| Country / sub-heading | 700 | 50 px | 29 px | -0.055 em |
| Saudade · footer word | 800 | 245 px | 74 px | -0.075 em |
| Body text | 400 | 17 px | 17 px | 0 |
| Buttons, labels | 600 | 15-16 px | 15-16 px | -0.01 em |

Always lowercase in headlines, like her posts. Emphasis = bold of the same family, never another typeface. Google Fonts, SIL Open Font License 1.1, self-hosted (woff2).

SECONDARY · HANDWRITTEN NOTES

*Ms Madi*

*hi, i'm natasha*

*hobbies to cut screen time*

*a portuguese word. a kind of longing.*

**saudade**

| Role | Computer | Phone |
|---|---|---|
| "hi, i'm natasha" | 32 px | 24 px |
| Lines above headlines | 20 px | 17 px |
| Polaroid captions, notes | 16-20 px | 15 px |

Her own annotations in her posts are handwritten: this is the web version of that hand. Regular 400 only, short phrases, never for paragraphs or buttons. Google Fonts, SIL Open Font License 1.1.

# her motifs, kept as they are




Polaroid: white frame, handwritten caption, ±3° tilt.

‹ Notes Done

**theme ideas**

- a colour
- market morning
- doors and windows

iPhone Notes card, as in her "offline agenda" series.




Passport stamp: country on the ring, place in the centre. Lands when a country appears.



Dotted route: draws itself as you scroll, on real coordinates.

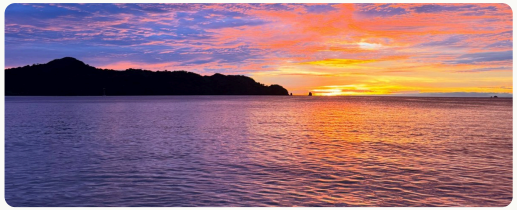


Torn paper edge, her collage edges: only between two sections.



Icons: Phosphor, regular weight, ink colour, never hand-drawn.

## Photography: hers only, real moments





### Do

- natural light, the colours of the place left as they are
- people, markets, buses, breakfasts: the little moments
- her vertical framing (4:5 photos, 9:16 reels)
- sound off by default, a button to turn it on
- 6 px rounded corners on photos

### Avoid

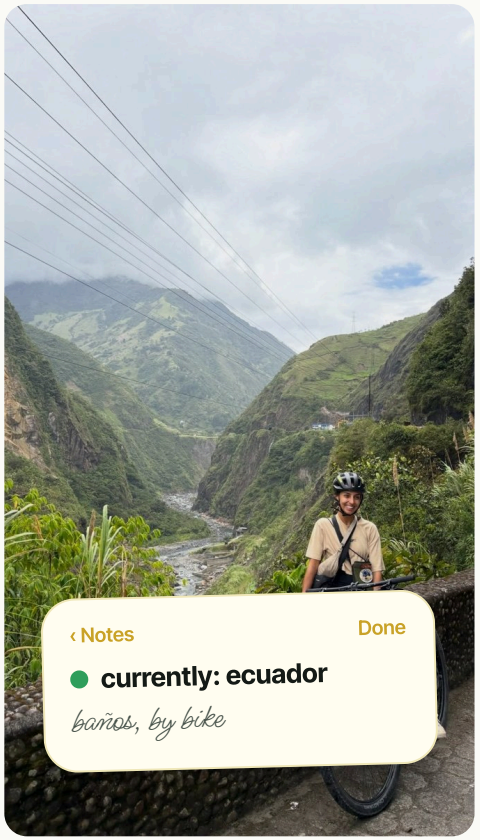
- stock photos or someone else's images
- filters that change the colours ("zero editing", in her words)
- reposts with a media watermark
- staged "danger" imagery: visit with respect, tell real stories
- text or labels laid over a photo

# the guidelines, in use

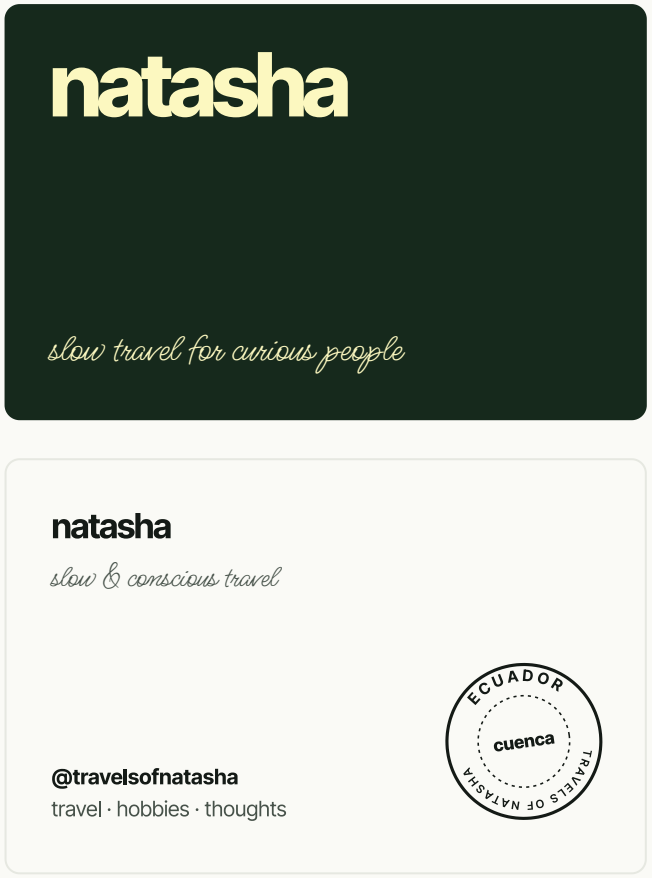
An Instagram post, a story and a business card, built only with the wordmark, the palette, the two typefaces and her photos.




Post 4:5 · 1080 × 1350



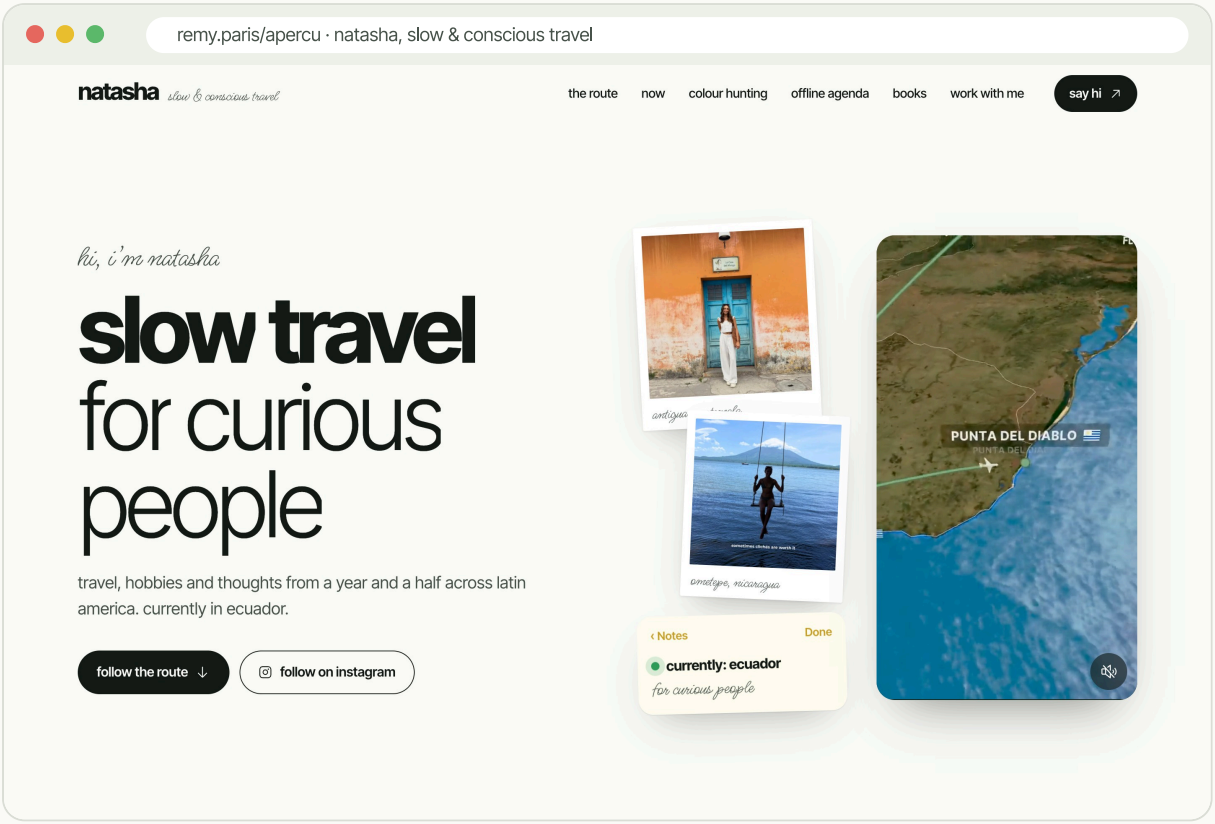

Story 9:16 · 1080 × 1920

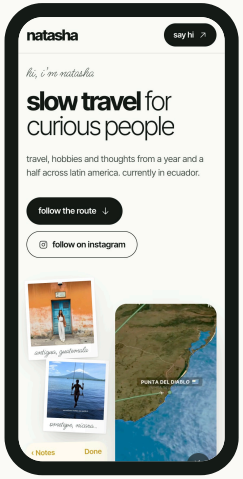



Business card 85 × 55 mm, front and back

# the website

Computer 1440 × 900 · phone 390 × 844 · captured from the live page

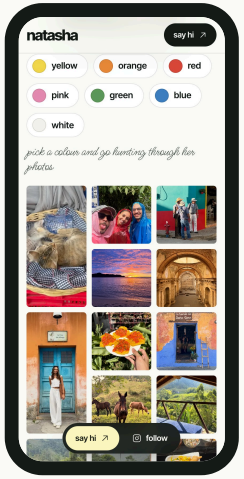



home




the route map




colour hunting

13 chapters on one page: the hero and her reel, "but is it safe?", 18 months of honest budget, 10 experiences, the 2026 route with stamps, saudade, the colour hunting game, Colombia's fruits, a new city, the offline agenda, 15 books, how to travel on a budget and make friends, and working together.