VISUAL IDENTITY GUIDE

Sophia Lee Travels

Country #N: her own numbered signs become the thread of the site, counting from 1 to 192.

Sophia has no logo yet. This signature is the one composed for the site: her name set in Anybody, with her own “Country #N” sign.

Country
#192
of 195

The sign, her signature element: Anybody 800, width 78 %, Sign white, corners 3 px, tilted -5°.

The signature, as used on the site

Sophia Lee #192

Sophia Lee #192

Color: Ink on Off-white

Sophia Lee #192

Light, on Ink

Sophia Lee #192

Dark: everything in Ink

Favicon: Holi pink tile, tilted sign

Clear space

x

x Sophia Lee #192

Keep a free margin of x on all sides, x being the height of the #192 label. No text, photo or edge inside it.

Minimum size

Sophia Lee #192

120 px wide on screen, 30 mm in print. Below that the label stops being readable.

What not to do



Do not stretch or squash



Do not recolor



Do not add a shadow



Do not set on a busy photo

COLORS

Ink, white, and one pink.

Every color used on the site: one accent over off-white and ink. CMYK values are close approximations for print.

Holi pink

HEX #E0287D
RGB 224·40·125
CMYK 0·82·44·12

Single accent: buttons, numbers, filled squares.

Deep pink

HEX #B0175E
RGB 176·23·94
CMYK 0·87·47·31

Links and hover, small pink text.

Blush

HEX #FDE4F0
RGB 253·228·240
CMYK 0·10·5·1

Contact section background.

White

HEX #FFFFFF
RGB 255·255·255
CMYK 0·0·0·0

Text on pink buttons and on photos.

Off-white

HEX #F4F5F7
RGB 244·245·247
CMYK 1·1·0·3

Page background.

Sign white

HEX #FFFFFD
RGB 255·255·253
CMYK 0·0·1·0

Signs, polaroids, cards.

Mist

HEX #E3E5EA
RGB 227·229·234
CMYK 3·2·0·8

Empty squares, image placeholders.

Slate

HEX #565A64
RGB 86·90·100
CMYK 14·10·0·61

Secondary text.

Ink

HEX #14151A
RGB 20·21·26
CMYK 23·19·0·90

Text; “The road” section and footer backgrounds.

Fog

HEX #B7BAC3
RGB 183·186·195
CMYK 6·5·0·24

Secondary text on Ink.

Pewter

HEX #8B8F99
RGB 139·143·153
CMYK 9·7·0·40

Footer labels.

Silver

HEX #C9CCD3
RGB 201·204·211
CMYK 5·3·0·17

Footer text.

Under captions and the quote, photos take a veil from transparent to near-black (#0E0F13, up to 78 %). It is a gradient, not a color of the palette.

TYPEFACES

Wide titles, narrow numbers.

Aa — Anybody

MAIN TYPEFACE · TITLES, NUMBERS, THE SIGNATURE

DESIGNER	Tyler Finck, Etcetera Type Co
LICENSE	SIL Open Font License
FIND IT	Google Fonts, free download and web use
AXES	Variable. Weight 100 to 900 (the site uses 700 and 800), width 50 to 150 %: wide for titles (106 to 128 %), narrow for numbers (78 to 80 %).

Every country on Earth, solo. 800 · 106 %

Country #1 to #183. 800 · 118 %

192 of 195. 800 · 96 %

Country #192 800 · 78 %

Soar Travel Luggex DJI 700 · 96 %

Aa — Instrument Sans

SECONDARY TYPEFACE · BODY, BUTTONS, CAPTIONS

DESIGNER	Instrument
LICENSE	SIL Open Font License
FIND IT	Google Fonts, free download and web use
AXES	Variable. Weight 400 to 700, for running text, buttons, captions and fine print.

21, from Alaska, chasing two Guinness World Records: youngest and fastest to visit all 195 countries.

Every square is a country. 400

fermented milk in the desert hits different 500

Riding horses through the mountains 600

FOLLOW WORK TOGETHER 700

Email me | Instagram 600 · 16 px

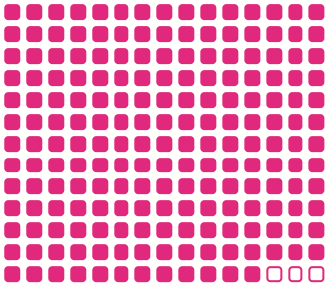
ROLE	TYPEFACE	DESKTOP	PHONE
Hero title	Anybody 800 · 106 %	44 to 68 px	44 px
Section titles	Anybody 800 · 118 %	36 to 66 px	36 px
“192 of 195.”	Anybody 800 · 96 %	56 to 120 px	56 px
Sign: “Country” and number	Anybody 800 · 78 %	30 px and 66 px	22 px and 46 px
Phone menu links	Anybody 800 · 118 %	none (15.5 px Instrument 500)	30 px
Body text	Instrument 400	17 px	16.5 px
Lead and intro text	Instrument 400	18 to 21 px and 17 to 19.5 px	18 px and 17 px
Buttons	Instrument 600	16 px	16 px (17 px in the menu)
Captions, footer labels	Instrument 500 to 700	14.5 to 15.5 px, labels 13 px caps	13.5 to 14.5 px

ILLUSTRATION AND PHOTOGRAPHY

Signs, squares, snapshots.

Signature shapes

Country #183



195 squares: 192 pink, 3 empty.



Agadez



cute selfie with my new besties



Looking for enlightenment

Corners, buttons, icons

Email me Instagram

Pill buttons, 48 px tall on the page.

3 px · photos, signs

2 px · squares

Pill · buttons

Phosphor, regular weight, drawn in the text color.

Photographs











Her own photos: Kyrgyzstan, Timkat, Holi at the Taj Mahal, Egypt, the Sahel. Square, as on Instagram.

✓ DO

- ✓ Use her own photos, shot on the road.
- ✓ Frank natural light, true saturated colors, no filter.
- ✓ Put her in the frame, with the people and the place.
- ✓ Square Instagram framing, corners at 3 px.

✗ AVOID

- ✗ Stock photos.
- ✗ Filters and color grading.
- ✗ Text burned into the photos (ratings, stickers).
- ✗ More than one accent color.

THE GUIDE IN USE

Country #N, applied.

INSTAGRAM STORY · 9:16

Sophia Lee #192



Country #192 of 195

192 of 195.

Every square is a country.

@sophialeetravel

INSTAGRAM POST · SQUARE

Where your email finds me...



Agadez

collabs@sophialeetravel.com

BUSINESS CARD · FRONT

Sophia Lee #192

BUSINESS CARD · BACK

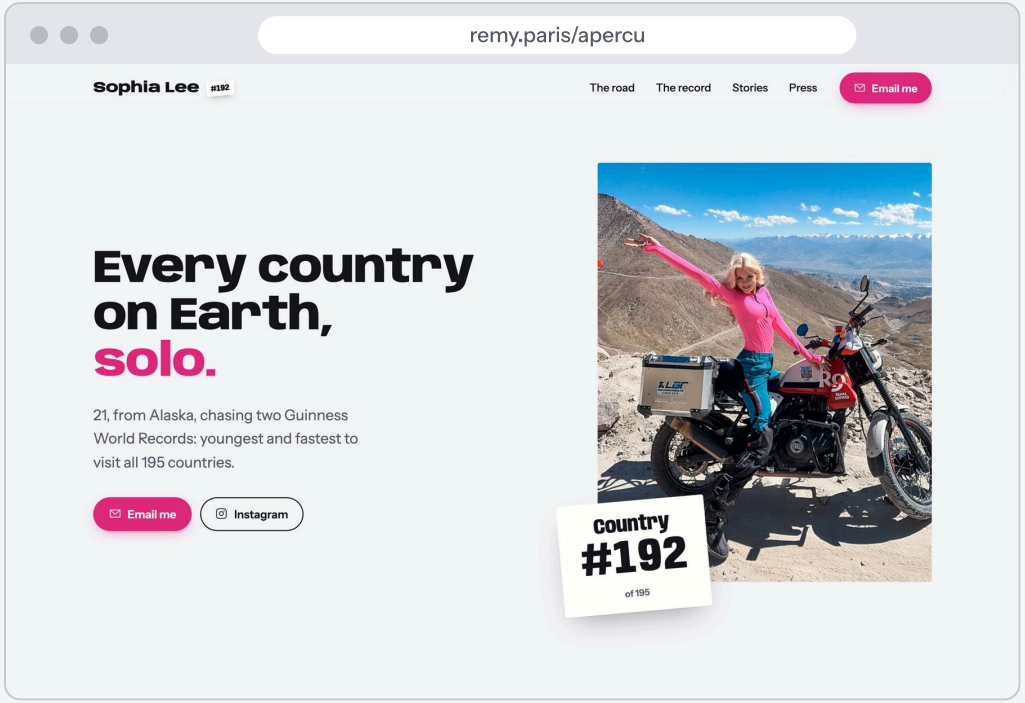
collabs@sophialeetravel.com

Instagram @sophialeetravel

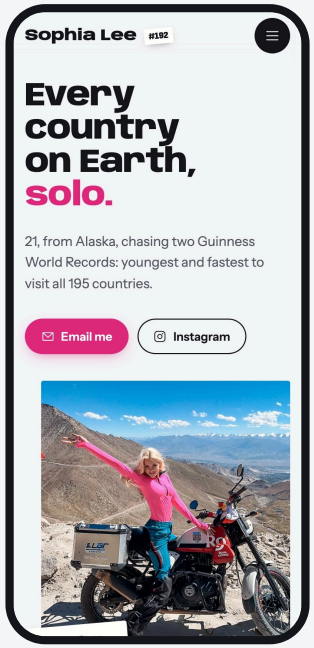
THE SITE

The identity, on screen.

The mockup as it stands online, captured at 1440 by 900 on desktop and 390 by 844 on a phone.



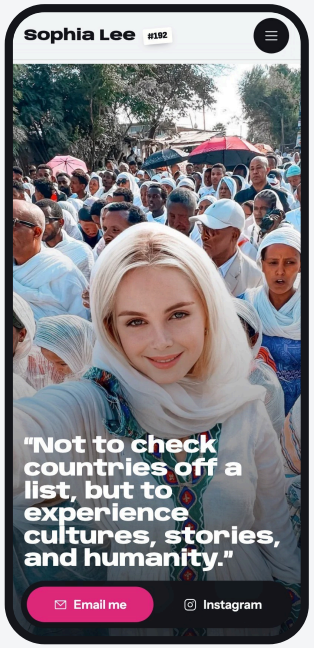
Desktop · 1440 × 900 · top of the page, the sign counts up to #192



Top of the page



“192 of 195.”



The full-width quote

Header

The signature on the left, the pink pill “Email me” on the right, over an Off-white veil.

Hero

A wide Anybody title, one word in Holi pink, and her photo with the sign that counts up to #192.

The record

195 squares: 192 filled in Holi pink, 3 empty with a pink outline.

Full-width quote

A single photo edge to edge, the quote in white Anybody over a dark veil.