



BRAND

GUIDELINE



About Us

- The world's largest privately owned DMC Group
- Founded in 1991, 30+ year expertise
- Offices established on all continents
- We cover 110+ destinations worldwide

Our Vision

To be the world's most trusted destination management company, offering exceptional travel services with sustainability, creativity, and innovation.

Our Mission

To redefine experiential travel, strengthen cultural connections, empower communities, and lead in sustainable tourism.

Our Purpose

To connect people and cultures, creating unforgettable experiences with a focus on sustainability and community empowerment.

Introduction to the Manual

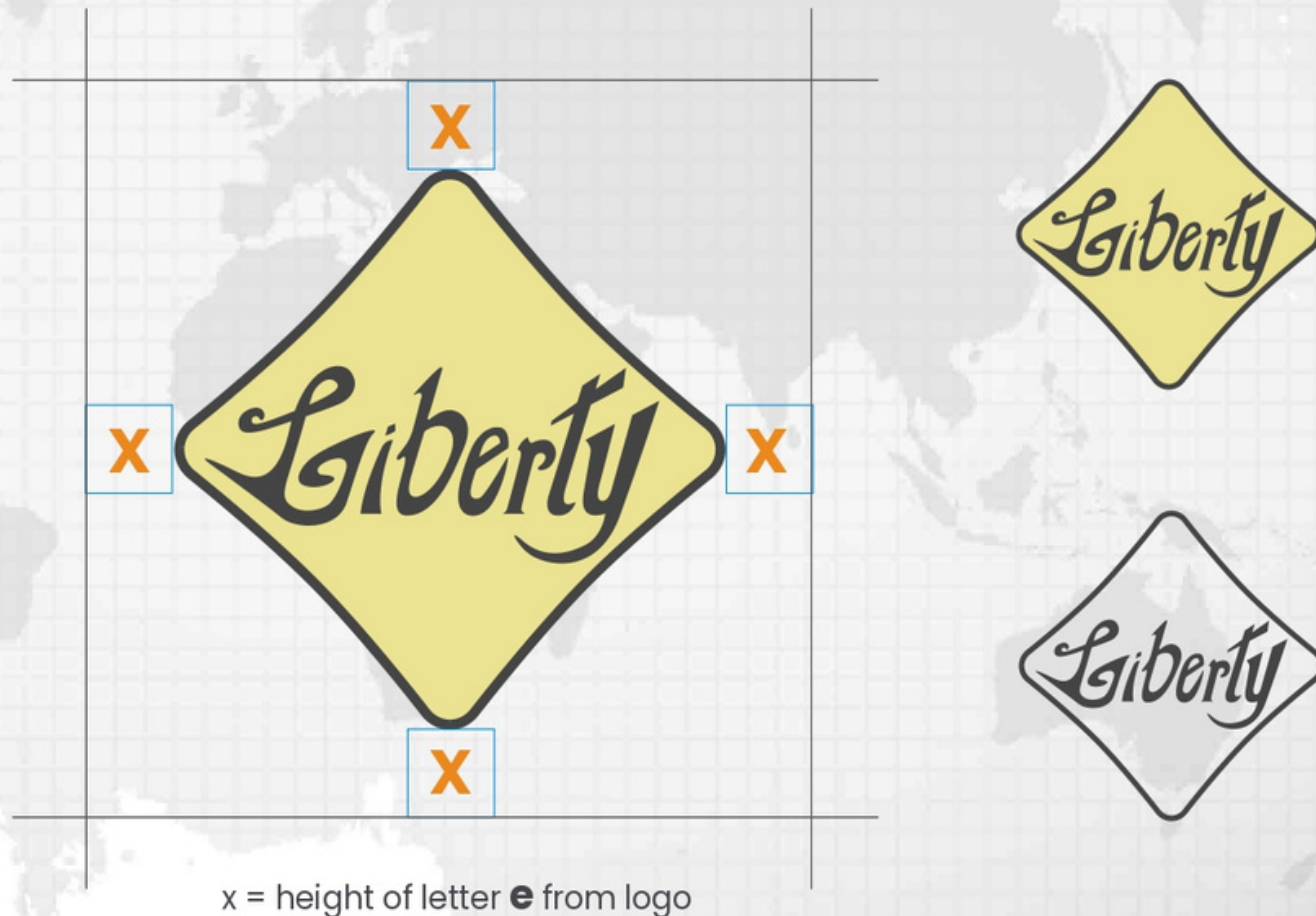
How to work with the Manual

The brand style guidelines provide clear instructions for using the company's logo and fonts in advertising and corporate materials. These rules ensure consistency and professionalism across all designs and must be followed by all employees. The images in the manual are for reference only and should not be used to create materials. For any required graphic files, please contact the authorized person to get the correct electronic versions.



Liberty International Tourism group logo consists of a textual and a graphical part. Both parts are indivisible.
The logo is used in this variant in its entirety and it is always preferred to use it in the primary version.

Logo & Usage



Logo & Usage



Logo Disclaimer: Any adaptations of the Liberty International Tourism Group logo require prior approval from Global Marketing to maintain brand integrity.

Logo Black & White

And Inverse Versions

A black and white and inverse variant is used when it is not technologically or aesthetically possible to use a primary brand variant. Color design is preferred when possible.



Forbidden Manipulations



Typography

LITG primarily uses "Lemon Milk" and "Poppins" to represent its typographical logo. We also use this font style on the web and in print. To those who work with our brand, we advise you to always be consistent in any content you are working on.

Primary Typeface

This is the default typeface which communicates the brand's identity, values and personality.

HEADING 1

LEMON MILK MEDIUM

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

0123456789!@#\$%^&*()_+

COMMON TEXT

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789!@#\$%^&*()_+

Typography

Secondary Typefaces

Secondary fonts: A typeface that complements the primary font and supports the typographic design system. Use for headlines, callouts, sidebars, etc.

HEADING 2

BLACK SIGNATURE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

!@#\$%^&*()_+ -

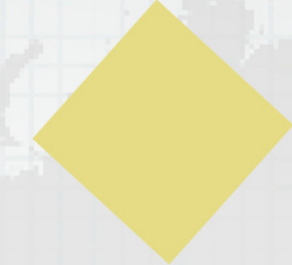
Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789!@#\$%^&*()_+

Logo Colors & Color Palette

This color palette is central to our brand's visual identity, providing a cohesive and recognizable look across all our communications. Each primary and secondary color has been selected to reflect our core values and to ensure consistency in our messaging. Use these colors thoughtfully to maintain visual harmony and enhance the aesthetic appeal of your designs.

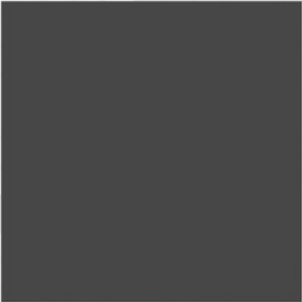


CMYK: C-8 | M-0 | Y-49 | K-0
RGB: R-253 | G-243 | B-159
Pantone 601 C



CMYK: C 65 | M 55 | Y 53 | K 55
RGB: R 66 | G 66 | B 66
Pantone 447 C

Primary Colors



#494949

RGB
(73, 73, 73)

CMYK
(66%, 59%, 58%, 41%)



#0086DB

RGB
(0, 153, 238)

CMYK
(61%, 53%, 52%, 24%)



#ef9120

RGB
(239, 145, 32)

CMYK
(0%, 52%, 100%, 0%)

Secondary Color



Mice

#025791

RGB

(2, 87, 145)

CMYK

(100%, 67.6%, 20.74, 4.3)



Premium Leisure

#E1BA29

RGB

(233, 194, 41)

CMYK

(3.74%, 22.48%, 100%, 0%)



Sports

#E58021

RGB

(229, 128, 33)

CMYK

(0%, 61.02%, 100%, 0%)



Cruise

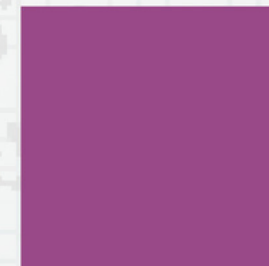
#50B9E3

RGB

(80, 185, 227)

CMYK

(79.75%, 0%, 6.93%, 0%)



Aircraft

#904A8C

RGB

(144, 74, 140)

CMYK

(38.93%, 85.49%, 9.45%, 0.1%)

Logo Use in Photography

When placing a logo on a photo, choose an option that follows basic aesthetic rules. Make sure the background contrasts with the logo for clarity. If the background affects the logo's visibility or appearance, ensure at least 2/3 of the logo is placed on a clean area.





Stationery

Liberty International Tourism Group



Experience Travel with Liberty
Personal Touch Worldwide

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Business Card



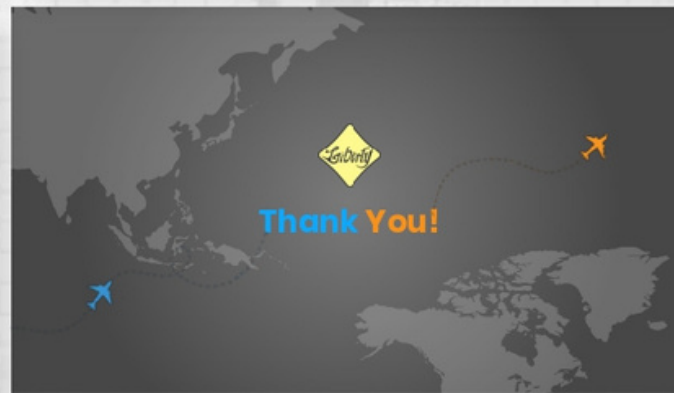
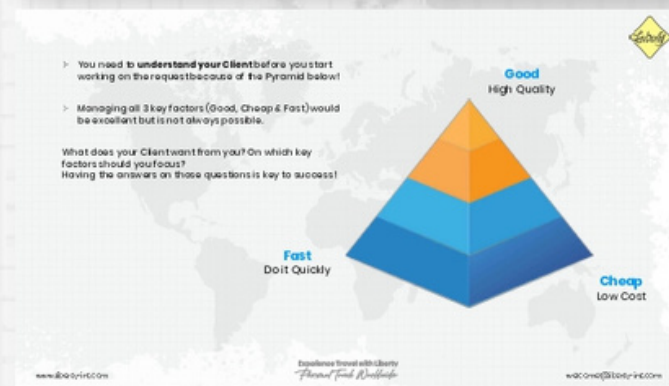
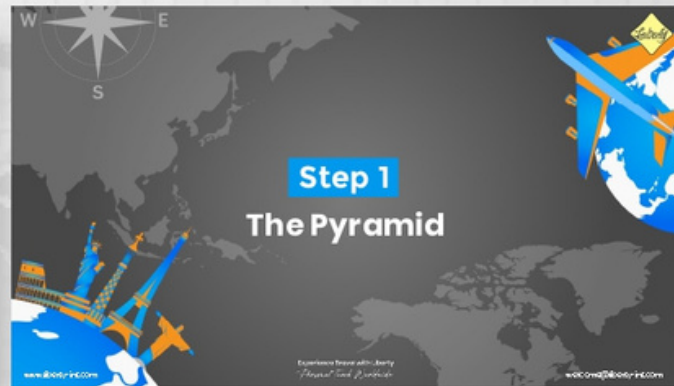
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www.liberty-int.com

Letterhead

Presentation Template





Thank You!

