

The logo for tripokit, featuring the word "tripokit" in a blue, lowercase, sans-serif font. The letter "o" is replaced by a stylized globe icon with green continents and blue oceans.

bringing the country to you.



LOGO



COLOR PALETTE

R-151
G-181
B-255

R-255
B-255
G-255

When customers see blue, they instantly think of traveling.

Black and white are standard colors and are used to create a contrast between the main color ([#33B5FF](#)).

R-0
B-0
G-0

R-11
G-27
B-53

[#33B5FF](#)
#FFFFFF
#000000
[#1C4587FF](#)

FONTS

Oswald: This font is tripkit's standard font and is used in the logo, website, presentations, and business card. Oswald doesn't take away from the globe on the logo, which is representative of tripkit. This font is simplistic and easy to read as well.

***Lobster:** This font can also be found in presentations as an alternative.*

Business Description



tripokit is an online shopping site that provides customers with a kit that contains cultural attire, snacks, and information about the country they plan on traveling to. tripokit's goal is to allow customers to immerse themselves in the country they plan on traveling to and understand the culture of that particular place, prior to their arrival.

Business Card



bringing the country to you.

Ms. Caitlyn Sherry

Chief Executive Officer



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October 23, 2019

Dear Virtual Enterprise,

Hola, Nihao, Bonjour! Have you ever planned to travel to an unfamiliar place, wanting to learn more about the culture? With tripokit, immerse yourself in the culture of where you're traveling to, before your arrival. tripokit is an LLC that provides you with cultural items from where you are planning to go. Typically, Americans spend \$101.1 billion annually on summer vacations. Tripokit targets those who are the ages of 18-35, middle to upper class and avid travelers. *tripokit is an online shopping site that offers you kits* of various kinds, whether it's standard, customized, or a mystery. Inside of these kits, cultural attire, tourist attractions, top restaurants from the area, and snacks and beverages from that country will be provided. Whether it's a bachelorette party or a regular trip with your family, tripokit has something for you. tripokit,

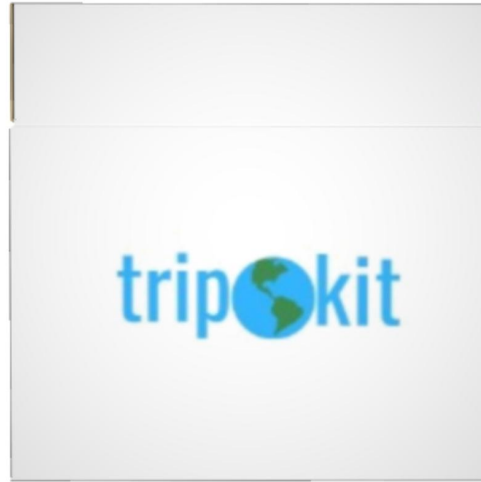
bringing the country to you.

Sincerely,

tripokit

Product Packaging

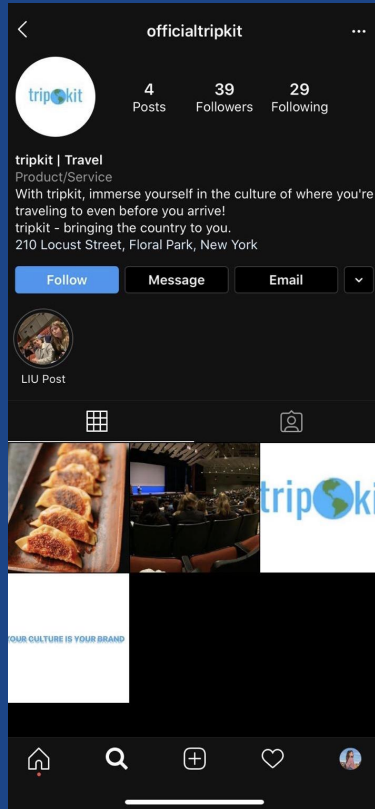
tripkit



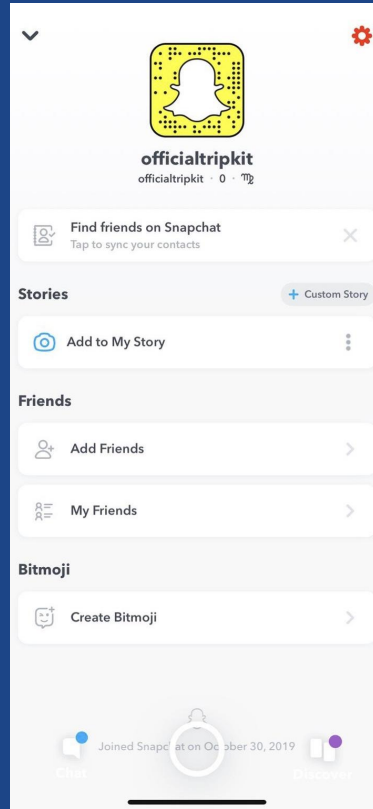
Social Media



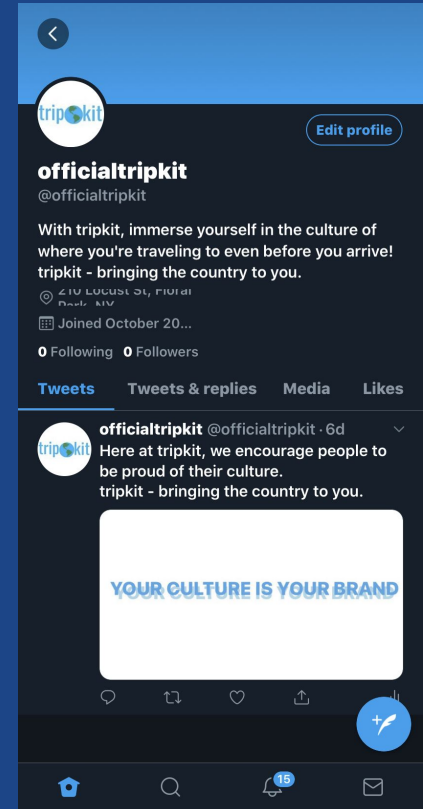
Instagram



Snapchat



Twitter



Marketing Merchandise

tripokit



Japan Standard Kit

