

· TravelerCorp. CI ·

The corporate identity system visualizes the company ideology, "The world is our stage. We contribute to the new affluence people are asking for by developing and offering things of value."

· The mind's eye completes the globe suggested by the curved letterforms in the logotype. The symmetrically balanced upper case T represents the stability of an established, 500 employee corporation and acts as a firm anchor from which dynamic world travel embarks.

The application of color is used to distinguish between the corporation and the retailer and multicorporate colors give each encounter with Traveler a sense of freshness.



T Traveler