



Cruise Traveller Rebranding 2017

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BRIEF

Background

The existing logo has been in place for some years and needs modernising. It has served us well and is quite well known amongst our loyal guests and partners. We do not have a fixed view on whether to completely move away from our existing brand elements or to build a completely new look.

In addition there is a logo created by Cruise Traveller for one of our off-shoot brands (Cruise Planners, no longer operating). We did like the feel of it so we are keen to see what you could do to take up the look feel colours into a Cruise Traveller brand/logo.

Also, importantly, we recently ran a spin off campaign called 'Sea the World' – and we loved the look and feel of the campaign, collateral and particularly the porthole imagery and we would like this considered

Business and vision

From a marketing perspective we want to present the image of:

Professional, Experts, Knowledgeable, Specialists, Boutique, Personal Service
Exclusive packages, Trustworthy, Reliable, Integrity, Been around for over 15 years
Amazing destinations, worldwide
Positive, enjoyable, feelings – we are in the business of creating and delivering amazing holidays.

Requirements

Three possibly four options to consider
Build on and modernise our existing Cruise Traveller logo – to leverage existing awareness of the brand.

Create a Cruise Traveller logo/brand around the Cruise Planners logo style – incorporating the colours on black, a new look.

Create a new Cruise Traveller logo/brand around the Sea the World look and feel, particularly the porthole.

Provide a completely new look – in keeping with our business – considering all of above and below.

We will continue to use a strapline i.e. Boutique Voyage and Cruise Specialists. However, the text may vary.

Amazing travel images are a powerful tool in our travel business so it is important to incorporate into the overall brand concept – for example in the past we have a strip of amazing images from worldwide representing key destinations and products. It was incorporated onto our letterhead, business cards (both sides) and email signature blocks, it could have been on our website and whatever the new brand concepts are would definitely be incorporated into our website.

Deliverables

We have setup a dropbox folder with documents for you to reference as follows:

- Cruise Planners business card and letterhead
- Cruise Traveller Logo, letterhead and business cards
- Cruise Traveller Cruise Collection brochure
- Sea the World materials
- CT Vision statement

Time Line

Stages of work

2 weeks

Logo variations using the existing logo, cruise planners logo, porthole logo and new logos, I would present 3-4 concepts with each of those ranges.

1 week

Changes and finalisation of maybe 3 logos from whatever category is liked.

1-2 weeks

Create branding layouts using those 3 logos chosen and spreading the design across business cards, letterhead, ad sample and maybe front page of a catalogue. This would be presented flat and all sitting next to each other to see the overall look and feel.

2 weeks

To then do changes to 1 of those 3 ranges and do proper artwork layout for all the mediums needed.

LOGO #3A



LOGO #3B



LOGO #4



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FOR BOOKINGS AND INFORMATION, CALL



1800 507 777

Tel: 07 5575 8094
sales@cruisetraveller.com.au
www.cruisetraveller.com.au





*Advertised price is \$USD per person based on Category 3 interior cabin. Travel insurance is mandatory and not inc. Offer subject to Adventure Canada and Cruise Traveller's booking conditions. No single supplement only applies Cat 3-7 and subject to availability. Pricing and availability is subject to change until a booking is confirmed, the payment is received and a confirmation invoice is issued. See detailed flyer on www.cruisetraveller.com.au for full terms and conditions. Valid for sale until 31 July 2017 unless sold out prior or withdrawn. **Northern lights subject to local conditions. 14105JUL17



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The screenshot shows the Cruise Traveller website interface. At the top, there's a navigation bar with the logo and contact information. Below that is a search bar and a 'Sign up for Specials & Packages' button. The main content area features a large image of two puffins on a grassy field. Below the image are several sections: 'Just Released' with a featured article, 'Welcome to Cruise Traveller...' with a brief introduction, and 'Why choose Cruise Traveller?' with bullet points highlighting their specialization in small, boutique, expedition, and luxury voyages.

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INCLUSIONS

- ✓ FREE* 1 night hotel stay in Edmonton
- ✓ FREE* 1 night hotel stay in Toronto
- ✓ Charter flight Edmonton to Kugluktuk
- ✓ 16 nights *Ocean Endeavour* expedition cruise from Kugluktuk to Kangerlussuaq
- ✓ Charter flight Kangerlussuaq to Toronto
- ✓ All meals onboard
- ✓ Onboard presentations and films
- ✓ Ocean Endeavour expedition staff
- ✓ Local performances & demonstrations
- ✓ Introductions to local people & customs
- ✓ Sightseeing, in pristine wilderness areas
- ✓ Zodiac tours and guided excursions
- ✓ Port taxes
- ✓ Discovery Fund fee

HIGHLIGHTS

- Experience the northern lights in all their majesty**
- Cruise the Ilulissat Icefjord, a UNESCO World Heritage Site - home to the world's fastest-moving glacier
- Visit the historic graves of the ill-fated Franklin Expedition
- Make the most of excellent opportunities to encounter whales and polar bears
- Enjoy visits to vibrant Inuit communities
- Travel the route that has enchanted explorers for centuries

ALSO AVAILABLE:

INTO THE NORTHWEST PASSAGE TORONTO TO EDMONTON, CANADA
16 AUG - 3 SEP 2018
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With a maximum of 198 passengers, *Ocean Endeavour* is purpose-built for remote environments

At 137m *Ocean Endeavour* has multiple decks, outdoor dining, swimming pool, sauna and hot tub. Enjoy the class and comfort of a boutique hotel while venturing to some of the world's last great frontiers.



© R Poulton

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The screenshot shows the Cruise Traveller website interface. At the top, there's a navigation bar with the logo and contact information: "Free call 1800 507 777 Phone 07 5575 8094". Below the navigation bar is a large hero image of two puffins on a grassy field. Underneath the hero image is a search bar and a "Sign up for Specials & Packages" button. The main content area features a "Just Released" section with a "This week's advertising..." sub-section and a "Welcome to Cruise Traveller..." message. The message states: "Australia's leading seller of boutique, luxury, expedition, small ship cruises and voyages featuring hundreds of amazing destinations across the globe." and "Why choose Cruise Traveller? We specialise only in small, boutique, expedition and luxury voyages... We offer you a diverse range of experiences including luxury, boutique, times, expeditions, sea, historical, unique year on, round the world, mobile, cultural, short, long and so much more. We don't know everything about cruises, but we do know almost everything there is to know about small ship, luxury and boutique cruising." and "We are determined to offer you the best cruise experience... We are proud to work with our 30 cruise lines".

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