

Briefing Goya trips

Goya offers immersive, interactive real-life experiences lasting 50 hours. Up close and personal, designed specifically for couples or families. Step into to an enchanting story that unfolds all around you.

What is it?

Goya is a startup that's all about immersive experiences. We are looking for a logo/brand to launch our first product, a 3-day immersive, interactive story that participants (couples or families) step into and get swept away by.

Our 50-hour experience involves actors, custom-made objects, 2 nights in up-scale accommodation, tailor-made settings and rooms with art installations and more.

Keywords

These (sets of) words describe qualities we feel the brand should embody.

- Wonder, awe
- Exciting, positive, happy, energetic
- Personal, custom, tailor-made
- High-quality, attention to the tiniest details, artisanal
- Bold, in your face, daring, ambitious
- Participative, interactive, experience
- Somewhat artsy, creative, deeper-meaning
- Sustainable, earth-friendly and mindful of our footprint

If the brand...

- was a painter, it would be the world of Dali in the style of Kandinsky
- was a Disney character, it would be Coco / Tinkerbell / Peter Pan / Inside Out
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Target audience

We're aiming for the top 20% of the market in terms of spending. Both couples pre-children and families with their children. Urban crowd, looking for experiences instead of stuff. Progressive, into trying new things.

What it is not

We are not...

- A thirteen-in-a-dozen travel company
- A one size fits all experience
- Superficial, like-hungry, hashtag-devouring social media addicts
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What we're asking 99designs designers for

What we're looking for is this:

- A logo and brand style
- A (Google) font that matches it
- A color palette
- A website sketch, based on a squarespace template
- A photography style

Sounds good? Feel free to ask for payment in a free 2-person experience worth € 1.150!