

## TourSnapp LOGO Briefing

**-What is TourSnapp:** TourSnapp is an mobile App which guarantees cultural tourists not to miss anything and the partner cities a new source of income.

**-What advantages provides:** It warns the user if there is any point of interest nearby and provides official (not crowd created) information about those points of interest directly from the tourism office; it is therefore focused on spontaneous discovery of the city's highlights in contrast with most tools which focus on planning.

**-Goal of the logo:** identify the App with cultural tourism.

**-Tone to be conveyed:** Elegant (but more casual than serious, Not ROLEX but such as NIKE logo) and confidence. Secondary, freedom and independence.

**-Target:** Tourist with high cultural curiosity, keen to explore, smartphone user. Others: Business traveller with spare time, visitors to the tourism office, urban, well-educated.

**-Company's philosophy:** To develop the best app for cultural tourism with the latest available and suitable technology and agreements with most relevant cities (not the biggest but those with high ratio of cultural tourism).




**-Mission:** No tourist should miss any relevant spot in their visits to TourSnapp-partner cities.

**-Slogan:** "Spontaneous city discovery"

**-Visual or artistic style:** elegant but not too classic.

**-Important: Logo must be original, with rights-free images.**

**-Examples:**

	<p>Like the soft lines, and playing with background, not that much the font</p> <p><a href="https://dribbble.com/shots/1636174-Olympic-Therapies">https://dribbble.com/shots/1636174-Olympic-Therapies</a></p>
	<p>Like the style, simple and rich. Colors ok, or maybe a bit too many in the bird.</p>
	<p><a href="https://dribbble.com/shots/1098618-Avian?list=searches&amp;tag=beautiful_logo&amp;offset=20">https://dribbble.com/shots/1098618-Avian?list=searches&amp;tag=beautiful_logo&amp;offset=20</a></p> <p>I like the colors scheme (see link)</p>

**-Must:** Slogan (secondary typography). And "TourSnapp" (main typography) . should appear. Mandatory a logo/symbol/icon (not only text).

**-To avoid:** Well known monuments (Eiffel tower, Statue of Liberty, pyramids...), people.

**-Competitors:** Trip advisor, Lonely planet, Monuments Tracker, Google maps, Wikipedia.

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**-Ideas:** Animals, globe.