A person with a backpack is standing on a dirt path on a mountain ridge, looking out over a vast, hazy valley with rolling hills and forests. The scene is captured from a low angle, emphasizing the height of the ridge and the expanse of the landscape. The sky is a pale, hazy blue.

LOGO MAKER FOR TRAVEL AND TOURISM

DESIGNMANTIC LOGO MAKER HELPS YOUR LOGO FLY HIGH

TABLE OF CONTENTS

	Page:
CHAPTER: 1 Custom Design or a Logo Maker.	4
CHAPTER: 2 Branding In The Travel Industry.	20
CHAPTER: 3 Branding In The Tourism Industry.	29
CONCLUSION	43
ABOUT THE COMPANY	44

OVERVIEW

The once burgeoning travel industry has become a cutthroat race and travel agencies and tourist destinations worldwide are laboring day in and day out to keep the wanderlust aroused. As such, it has become more than imperative for those in the travel business to constantly keep up their branding game, lest they become just another faceless name in the crowd.

When the traveling consumer decides where to vacation this year, what influences the decision-making process? What makes the customers choose to book with your agency or fall head over heels for your destination? In addition to your credibility and the extensive reach of your services, associating a viable logo for your travel business can turn the tables in your favor.

A logo is seen as a symbol of brand identity that creates a lasting impression on the audience. It is construed as the long term identity, visual individuality, and the essence of your travel brand. To undermine the importance of the logo in the travel industry can be fatal.

If you are in the throes of coming up with a creative logo for your travel brand, this EBook is a comprehensive guide to help you decide the best designing strategies for your logo design. Once you are drilled in to the elements that go in to the making of a stunning logo, watch your brand reach unprecedented heights!

CUSTOM DESIGN OR A LOGO MAKER:

THE TRAVEL INDUSTRY CONUNDRUM

A diligently designed logo exudes a clear impression of your travel company and helps foster your image by communicating consistent messages to your customers. However, the diversity of options, styles, and design inspirations are abundant in the graphic design industry, making the process of logo designing a complicated and mind boggling one.



Image 1.0: How to pick a perfect web design resource?

Not to mention, when one has to contend with the smallest of details, such as the fact that typography in a logo speaks volumes about the brand, different colors may evoke different emotions in people,

images may make or break a logo, and symbols may be perceived differently by different people, the process may leave one pulling their hair out in confusion.

Something as tiny as a logo could mean months of struggling, squabbles with designers, and sleepless nights reading between the lines, trying to make sure your logo won't rub clients the wrong way. Since the owner of a travel company may have his own logo ideology, which may or may not align with that of the designers or the audience, more trouble ensues and the process is unnecessarily drawn-out.

DESIGNMANTIC LOGO MAKER HELPS YOUR LOGO FLY HIGH

While custom made logos do allow businesses to express their creativity and be as ingenious as possible, a logo maker is unparalleled in terms of cost, time, and hassle free process. Using the DesignMantic logo maker is one of the most viable ways of creating logos for the travel companies.

The escalating fad of creating creative, inspired, and symbolic logos using pre-made templates online allows travel company owners to explore an ever sprawling array of design options in a cost-effective manner. Logo makers have rendered it a breeze even for companies operating on a shoestring budget to garner a great logo without splurging a fortune on a graphic designer.

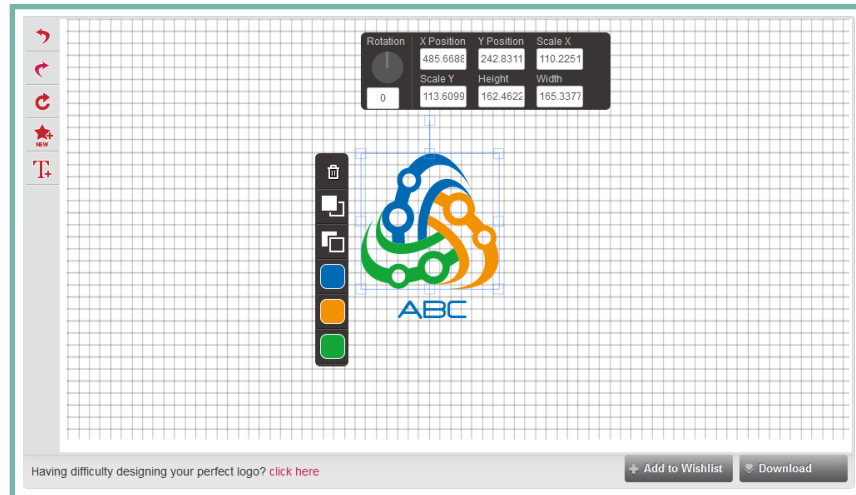


Image 1.1: DesignMantic Logo Editor.

With the additional perks of super-fast editing, vast libraries of vsymbols, and instant industry compliance, leveraging the DesignMantic logo maker for your business can help you fortify your brand's image with a logo that reflects your individuality.

QUESTIONS TO ASK BEFORE DESIGNING YOUR TRAVEL LOGO:

- ◆ What's Your Objective?
- ◆ What's your Competition doing?
- ◆ Who is Your Audience?
- ◆ What's the best use of your budget?
- ◆ What are the Cultural differences?
- ◆ What's your unique selling point and what makes you distinctive?
- ◆ What's your company's identifiable and distinctive feature, and how to convey it visually using the least elements?

KEY ELEMENTS OF A TRAVEL LOGO

Here are some points to remember when selecting travel Logos:

MAKE THEM FALL FOR THE DESTINATION

As a tour and travel operator, it is vital to consider the place you are operating from when perceiving a viable logo design for your travel company. In case of location or region specific tours, the need to garner unique travel design element into your logo becomes all the more imperative.

People Want to Know Where you are Taking them before they Consent!

Your creativity, depth of perception and ingenuity dictates how you can effectively communicate the idea and vision of an enthralling desert tour, a nostalgic walk into history, or a mesmerizing beach holiday to your customers. People normally have a destination in mind when they plan their holidays, and imagery on a logo can help them recognize those places. Therefore, you are required to do your due diligence before putting forwards your design sketch.



Image 1.2: Tourism Australia Logo.

This logo is all that travelers need to see to know that they are going to Australia or are booking with travel companies that organize holidays there. The continent is spelled out and is further fortified with the image of a kangaroo.

FLAUNT YOUR EXPERTISE

As seasoned travel operator, your primary task is to transport your patrons from one exotic destination to the next, and assist them with their travel plans, such as excursions and sightseeing. However, you might have specialized in specific holiday services, such a historical city break, beach party, or wildlife safaris.

If so, it is prudent to tout it in your travel logo and portray your niche and specialization through its idiosyncratic and effective design. Furthermore, this makes it easier for your customers to choose a plan or itinerary that best caters to their needs, helping them save hard earned bucks and precious time, when browsing and choosing an operator.



Image 1.3: German Tours Logo.

One can clearly see from the logo that the company offers train tours in its itinerary.



Image 1.4: Sunrising Logo.

What do you see when you look at this logo? Rising sun over calm waves, or a boat? Either way the logo hints at cruises and water activities.



Image 1.4: Travel N More.

The logo clearly depicts the highlight of the tour; hot air balloons.



Image 1.5: LiveTheMountain.

The crowning image with the illustration of hikers within, clearly depicts the hiking nature of the excursion.

CREDIBILITY OF YOUR COMPANY

When it comes to lending credibility to a particular brand, logos serve as an effective medium. A thoughtful logo design makes up the backbone of your brand and doesn't let it fade into the crowd.

Travelers are prone to booking their destination vacations with travel companies they can trust and find reliable. Therefore, it is vital that your company logo exudes a feeling of trustworthiness and dependability, and lets your patrons identify your brand effortlessly.

LIKE A GIRAFFE IN A SEA OF MEERKATS

Whether you are an individual tour operator or a travel company specializing in myriad travel destinations, you cannot hope to succeed by being another faceless name in the crowd. Apart from a pocket-friendly holiday budget, recreational activities, excursion itineraries, freebies, and exhilarating travel plans, an effective travel logo goes a long way in distinguishing you from your contenders.

Since not all travel companies offer the same perks, it is prudent to glean a logo that depicts your expertise and specialties, and highlight the unique selling points that let you stand an inch taller than competitors.

TYPOGRAPHY SETS THE TONE

Ideally, your logo needs to capture the essence of your company. Do you revel in being whimsical or prefer to keep a somber visage. When designing your travel logo, reserve a special brainstorming quarter for the size and type of your logo font, as this element can make or break a travel logo.

For instance, if your agency specializes in honeymoon vacations, it's in good taste to play around with casual, stylish, and flirtatious fonts. On the other hand, if your company caters to high value travel packages, somewhat formal and sophisticated fonts would be more to taste.



Image 1.6: Maldives The Sunny Side Of Like.

In this logo, the designer has deemed it apt to use Comic Sans Font, a casual and playful font, as the company deals with occasional holidaymakers who are looking to have carefree fun. This font seems akin to a childish handwriting, but articulates the promise of endless enjoyment, creativity, and fun.



Image 1.7: Adventures Travel Agency.

This logo is another great example which makes ingenious use of fonts to convey a message across to customers. Since the logo represents a company that is famous for adventure travels, the font is slightly larger in size and exhibits a tough look which reflects the mood of indulging in great venturesome holiday activities.

BE CLASSY AND FABULOUS

A logo is an insignia and not a manifesto! Simplicity in design is one of the most striking features that you would notice in all successful Travel logos. Instead of cluttering the logos with hard to decipher elements and overwhelming the customers with too many colors inducing confounding emotions and feelings, try to incorporate a few relevant elements and keep your message succinct.

A simple logo allows for easy recognition and makes your logo memorable and versatile. The simplicity of famous travel and tour

logos has contributed to their popularity and rendered them able to entice a fair share of visitors into booking with them.



Image 1.8: ABTA Travel Association and Cultures East Logos.

DECKING OUT WITH ABSTRACT GRAPHICS

While using airplanes, compasses, globes, and other travel related objects in your travel company logo sounds fascinating and a prudent idea, which it is, some companies have used these symbols to the point where they appeared confounding and shoddy. Since the only way to make these icons work to your advantage is to tweak them so that they appear fresh and new again, most travel companies have turned to entirely abstract logos as their saviors.

This averts the nuisance of your company appearing too obvious and rather seeming more cutting edge. However, you can infuse the right amount of originality to replace the all too ubiquitous abstract graphics with a travel object that speaks volumes about your services.

UNLEASH THE CANVAS

The era of rigid geometrical logos has long slipped by and creativity has taken over in its stead. These days, some logo designers have made ingenious use of shapes to portray a distinctive message within the logo.



Image 1.9: Bonne Voy and Dial Tour Logos.

SPIN THE COLOR WHEEL

Since your logo is the face of your company, colors play a significant role in compelling travelers to book with you. The psychology of colors tell us that certain warm colors, such as red, orange, and yellow strive to embolden, excite, and push to action. Choosing vibrant colors for your logos helps to express the fun and joy involved in travelling.

Most travel logos you would come across employ some shades of blues, greens, reds, and yellow as these hues incite feelings of gaiety

and exhilaration. However, before you get carried away with colors, remember to align the colors of your logo with any specific colors of your business or company. This helps people trust your company better.



Image 1.10: The Islands Of The Bahamas.

This travel logo incorporates a burst of varying colors. Pink, red, green, light blue, blue, and green are all strategically placed in the logo to portray an impression of the various shades of fun awaiting the patrons in the thrilling islands of Bahamas. Here's a secret: the logo is a stylized map of its archipelago.

In addition, the location you are representing also has a direct bearing on the colors of your choice. A logo that stands for dry destinations and deserts will employ earthy colors like black and brown. On the contrary, if a travel agency deals in humid places or islands such as Malaysia or Maldives, more vibrant colors like aqua, yellow, and green fit the bill.



Image 1.11: Cachora Base Logo vs. Wander Maldives Logo.



Image 1.12: Rajasthan Tourism vs. Kerala God's Own Country.

SPIN THE COLOR WHEEL

Since your logo is the face of your company, colors play a significant role in compelling travelers to book with you. The psychology of colors tell us that certain warm colors, such as red, orange, and yellow strive to embolden, excite, and push to action. Choosing

SHOUT “ENJOYMENT”, “LEISURE”, AND “FUN”

A travel and tour logo should evoke emotions of enjoyment and promise of a great time. This is quintessential as most holidaymakers desire a relatively hassle-free journey and seek out exciting activities. The logo should mirror their mood of playfulness, leisure, fun, and joy.

Your logo should resonate with the audience and lure them in. They are business travelers or leisure vacationers. Remember to make the right use of colors, fonts, shapes, and styles, and integrate a symbol or image that imbue your logo with a festive feel.

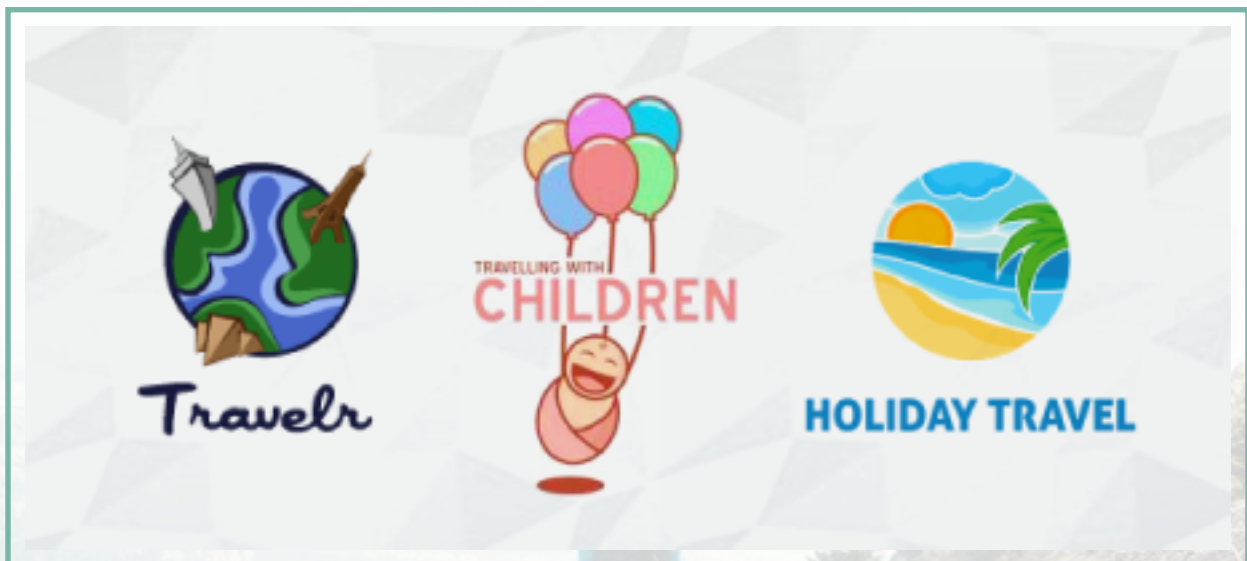


Image 1.13: Travelr, Travelling With Children And Holiday Travel.

INCORPORATE INGENUOUS SYMBOLOGY

Travel is all about fun - breaking the shackles of routine, exploring exotic destinations far-far away, and a promise of unprecedented

adventures, sun bathing, picturesque sceneries, and discovery. As much, a word-mark logo wouldn't suffice for a travel company looking to incite people into the spirit of vacations.

In fact, you would hardly come across a travel company logo devoid of some form of imagery or niftily embedded symbology. Before putting on your creative cap, be sure to create a visual element that has a familiar and strong identity for the target audience, and something that resonates with them and make sense.



BRANDING IN THE TRAVEL INDUSTRY

A logo is seen as a symbol of brand identity that creates a lasting impression on the audience. It is a brand's essence, its visual individuality, and long term identity. To undermine the importance of the logo in the travel industry can be fatal.

Research suggests that before reading the text, people focus on the visual symbol, which in this case is the logo. This is why when marketers speak, they always refer to logos when they talk about brand perception and brand identity. The fundamental objective of a well-designed logo is to boost trust, reliability and admiration for the travel and tourism business.

The travel and tourism industry not only provides service, it's also known to ultimately create a memorable experiences for travelers. A travel company is a promise of a great time and a holiday well-spent, and its logo should convey this message across to the customers.





Image 2.0: Branding Guide For Travel Agencies.

10 TRAVEL COMPANY LOGOS THAT STAY TRUE TO THEIR THEMES

Here are some of the most prominent travel logos to take inspiration from:



Image 2.1: Go Wild Africa Logo.

The depiction of the map of Africa and the ingenious portrayal of what one can expect to find in Africa through representation of animals such as a giraffe, cheetah, rhinoceros, and elephant, safari sojourns through the African Savannas, and the rendering of the indigenous life present within, the logo serves to capture the thrill and adventure tourists can expect in Africa. The ancient hand-written letters of the font are perfectly in line with the exotic vibe of the destination.



Image 2.2: Vivid India Tours Logo.

India is a kaleidoscope of myriad religions, boasting hundreds of

festivals and fairs all through the year. Vivid India Tours flaunts their expertise in letting their tourists experience the feel of the Real India. As such, they inspire confidence through depiction of the map of India done up in the traditional colors of the Indian flag, and the entire logo incorporates colors important to the rich heritage of the country.



Image 2.3: Scuba Tours Worldwide.

The innovative and invigorating travel logo design of Scuba Tours incorporate a scuba diver under the name of the company which resembles an undulating ocean, and a cruise ship splashing over. The logo brings to light the expertise of the company and what they offer. This creativity and ingenuity of the logo says everything at first glance. The logo also makes creative use of white spaces and maintains the balance of the logo.



Image 2.4: Pharez Travel & Tours.

The Ethiopian tours and travel company specializes in trekking adventures, group tours, and tailor-made tours to let visitors delve in the land of mesmerizing beauty. Specializing in Ethiopian Highlands Horse Safari, the logo of the travel company features a man on a horse, cresting a mountain against a setting sun, with the sparse wilderness interspersed with palm trees. Simply looking at this logo makes you feel transported to the rugged beauty of Ethiopia!



Image 2.5: Leisure Destination Maldives.

Looking at this logo conjures up images of pristine coral reefs, tall palm trees leaning towards the sea, white sandy beaches, shades of turquoise blending seamlessly with deeper blue, and the most

beautiful subterranean life one can expect to find anywhere in the world. True to its name, the travel company logo features a lounge chair on a serene beach, out of reach of lashing waves, under the cool shades of two palm trees; the ultimate indulgence a tourist aspires to find on a vacation! This logo speaks volumes about what the Leisure Destination promises. With such an enticing message within such a simple illustration, it leaves little to wonder why this travel company is so famous amongst travelers from worldwide, looking for a reprieve.



Image 2.6: Arabian Step Logo.

Boasting an abundance of natural beauty, from a pristine coastline, wind-blown deserts, and spectacular mountains, Oman is the prevalent choice of travelers aspiring to witness the modern face of Arabia, while still hoping to sneak a glimpse into its ancient soul.

Incorporating images of vast stretches of curving sandy wilderness, under the scorching Arabian sun, the barren lands broken by a pair of desert palms, the logo of Arabian Step Travel and Tours is the epitome of what one expects to find on a desert safari in Oman. There couldn't have been a more realistic or marvelous depiction of the promises of their holiday ventures as this logo.



Image 2.7: Grand Canyon Logo.

Magnificent, vast, and indubitably beautiful, the Grand Canyon is the most imposing and mesmerizing landmarks of Arizona that tourists from the world over flock to for pleasure excursions. Being one of the primary places of attractions in the U.S, the Grand Canyon has an imposing logo to reflect its grandeur. Grand Canyon Tour & Travel is one of the finest travel companies offering an array of exhilarating tour packages to the Grand Canyon. The logo for Grand Canyon Tour & Travel is spelled out in the same breath as fantastic and amazing.

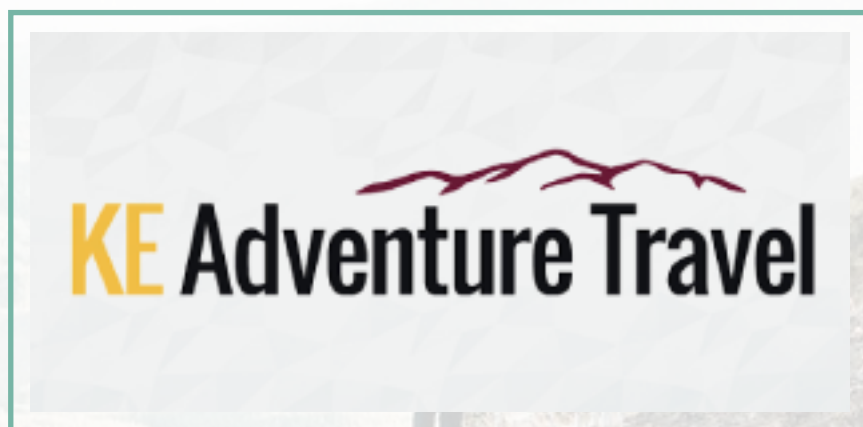


Image 2.8: KE Adventure Travel Logo.

KE Adventure travel has expanded its horizons from the zeniths of Karakoram Mountains to encompass every nook and cranny of the

globe. Offering an array of winter sports, road cycling, mountain biking, climbing, walking, and trekking jaunts, the travel company depicts its specialty by including the illustration of a mountain range in its simple logo. Be it a trek to Mount Kilimanjaro in Tanzania, Everest Basecamp in Nepal, Mount Toubkal in Morocco, or climbing expeditions to peaks as diverse as Monte Rosa in Switzerland or Mount Khuiten in Mongolia, KE adventure Travel rightly flaunts their top-notch trekking accomplishments through their logo. The company is a name to contend with for all the die-hard trekking aficionados in the world, and their logo is a sight well memorized over the globe.



Image 2.9: Morocco Atlas Travel.

Being one of the most diverse countries in Africa, boasting a rugged coastline, caves and waterfalls in forested hills, sweeping desert, lofty mountains, and the winding alleyways of ancient souqs and cites, Morocco is overwhelming, exotic, and downright breathtaking. The logo of the Morocco Atlas Travel, a travel company specializing in excursions to Agadir by the Atlantic seaside, features a man herding a flock of camels, against a backdrop set by the setting sun and palm trees. Lyrical landscapes carpeting the sublime slice of North Africa, like the patterned and

richly colored rugs in local cooperatives, are perfectly described in this logo.



Image 2.10: Smoky Mountain Logo.

For travelers craving for once-in-a-lifetime camper experience, the Smoky Mountain Adventure Tours have all it takes to provide them with the best amenities in a camp like setting. To flaunt their expertise, the logo of the resort company features illustration of Rocky Mountains, camping grounds, and a couple trailing along on an ATV.

BRANDING IN THE TOURISM INDUSTRY

The world tourism industry has evolved into a field of cutthroat competition where branding is more imperative than ever. Governments around the globe are fast realizing the impact of tourism on the prosperity and development of their nations. The industry generated \$7.6 trillion in economic impact to the US economy with \$759 billion spent directly by domestic and international travelers in 2014(US Travel Association). However, with the emergence of a plethora of tourism destinations, competition for visitors has become more intense.

The ability of a destination to differentiate itself from contenders and project itself on to the world stage has never been more vital.

Destination branding is all about distinguishing the most competitively appealing and strongest assets of a destination in the eyes of prospective visitors, building a succinct story from these, and incorporating it visually through a stunning tourism logo.

In the paper, titled “The role of destination branding in the tourism stakeholders system”, Brand logos (and symbols) are deemed a fundamental element to define a destination. Findings of an empirical study in the paper has shown that a destination logo is one of the most vital elements of a destination’s identity and should

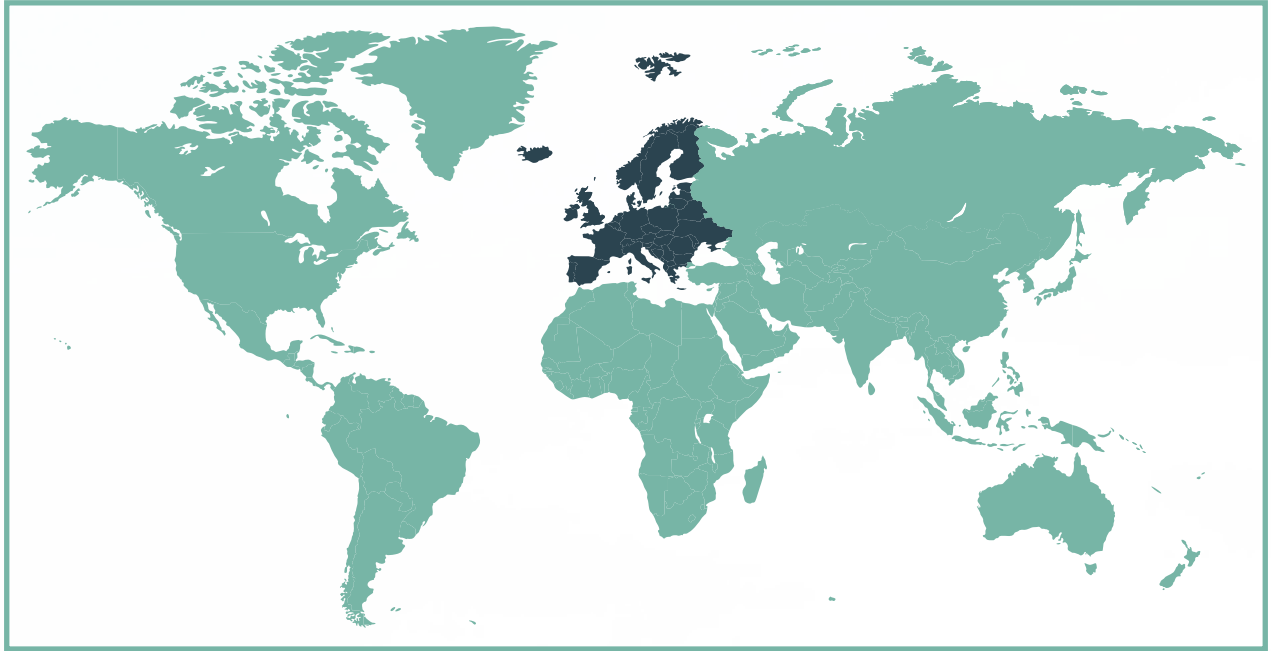
ideally match the destination it represents for maximum effectiveness.



Image 3.0: Popular Tourism Logos Around the World.

EXQUISITE TOURISM LOGOS FROM AROUND THE WORLD

Here are some impeccable tourism logos from countries and continents around the globe.



EUROPE: THE CONTINENT FULL OF LIFE, LOVE AND MAGIC



Image 3.1: Official Tourism of Ireland Logo.

The logo of Ireland is steeped in history simply by incorporating a shamrock, or a three leaf clover, used by Ireland's patron saint, Saint Patrick, as a metaphor for the Christian Holy Trinity. Since purple is the ultimate imperial color, it is employed to commemorate a rich heritage. A logo revoking history! This logo shows how colors help to encode a deep, hidden message within the logo.



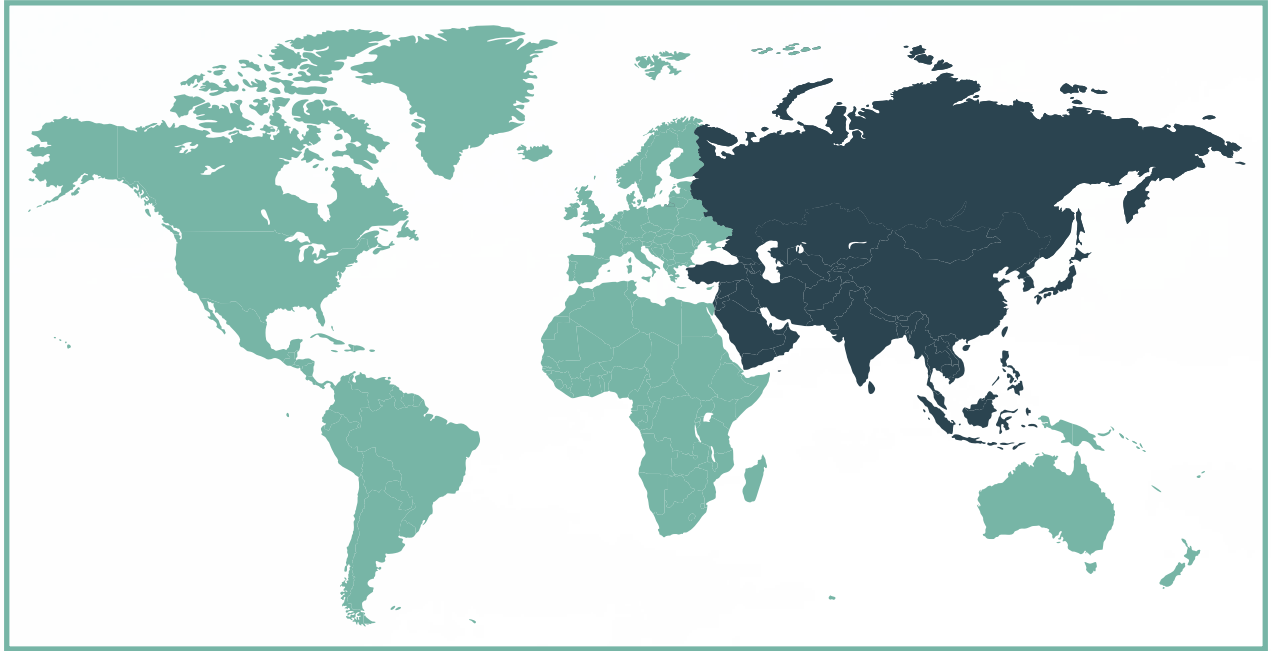
Image 3.2: Official Tourism of Bulgaria Logo.

The tourism logo of Bulgaria features a sun in the middle as seen by the indigenous folks residing in the lands, surrounded by the sea and the flowers. Bulgaria is associated with vibrant yellow and bright green, while blue symbolizes the promise of a relaxing and serene vacation. The font references the ancient Bulgarian Glagolitic alphabet.



Image 3.3: Official Tourism of France Logo.

The logo of France proves that you can be both interesting and patriotic simultaneously. The stylized tricolor denote the national colors, while the portrait hints at romance awaiting travelers in France and the promise of a vacation of a lifetime. The striking imagery used by France is a testament to how stunning graphics can evoke so many feelings at once in a logo.



ASIA: THE LAND OF SPICE AND RICH CULTURE OF FOLKLORE



Image 3.4: Official Tourism of Singapore Logo.

Since Singapore is sprawling with blue-chip companies, it makes sense that its logo is a hi-tech rendition of the Brazil logo. The multi-colored squares seek to constitute the shape of the country and each individual box seems to be referring to a district. The modern logo reflects the avant-gardism of the place craving a breath of freshness while surrounded by art amenities.



Image 3.5: Official Tourism of Indonesia Logo.

The use of vibrant colors in the logo of Indonesia does well to portray the myriad cultures and festivities one can expect to find in Indonesia. Everything from the ethnic font to the kaleidoscope of colors, speaks volumes about the wonders of this country. Even travel agents, seeking to convey the promise of a life-time vacation, can include vibrant and fun colors in their logos to better articulate their message.

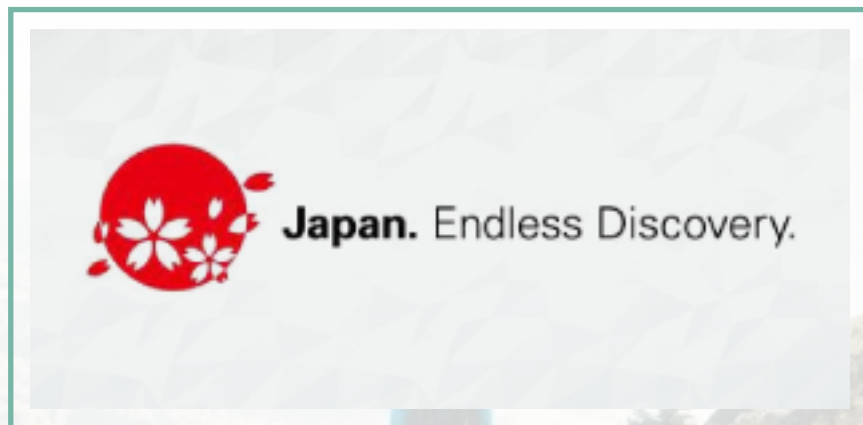


Image 3.6: Official Tourism of Japan Logo.

Boasting a very strong design industry, a rich history, and a diverse culture, the logo is exactly what one can expect from Japan; clear and simple. The rising sun and the black and red colors get along great. This logo shows that staying true to one's heritage can play in your favor and makes people yearn to explore more about your services.



AUSTRALIA: THE LAND OF DREAMS AND LEGENDS



Image 3.7: Official Tourism of New Zealand Logo.

This accepting, peaceful, green, and uncrowded country is the ultimate reprieve sought by tourists. To represent the ultimate serenity offered by New Zealand, its logo is a simple fluttering leaf, devoid of color to represent the uncomplicated, simple life tourists will find there to relax and enjoy in peace.



Image 3.8: Official Tourism of Australia Logo.

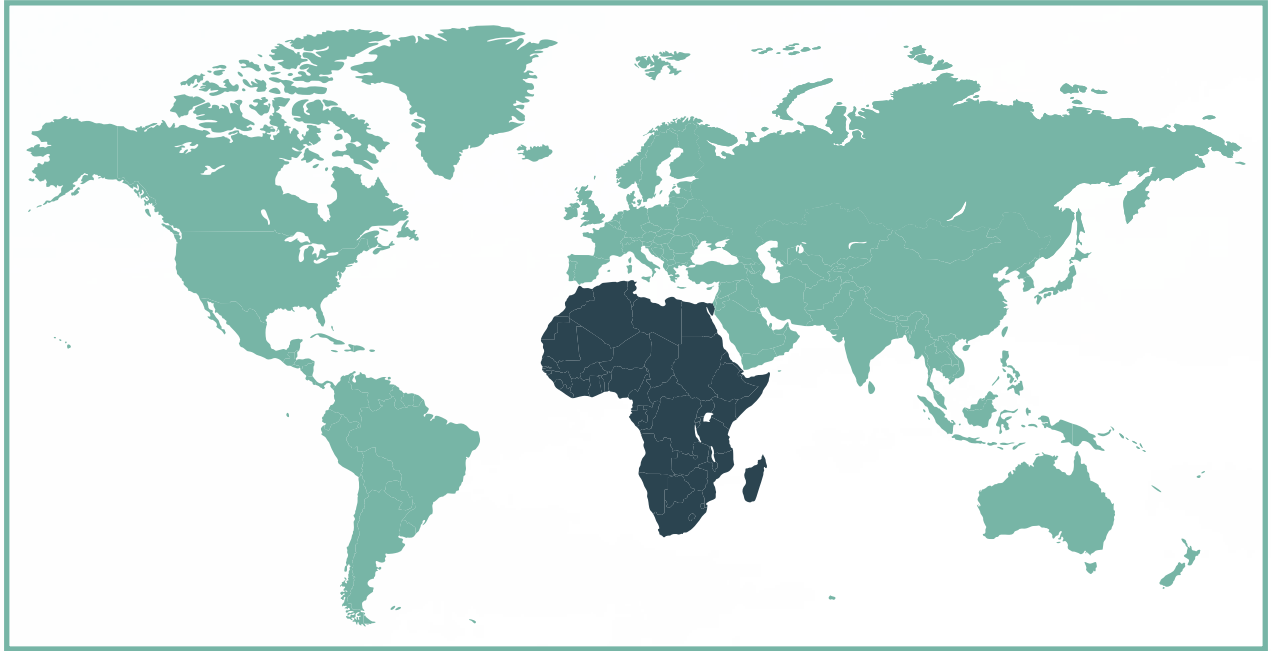
Awash with fauna, wildlife, and mesmerizing beaches, Australia is famous for housing both vast expense of deserts to large urbanized cities. The official tourism logo of Australia is friendly and modern, with hues diligently selected to reflect the sunset in the outback.

The designers have chosen Kangaroo as an obvious choice to incorporate an iconic symbol of the nation. Including iconic emblems that people already recognize, helps to establish a travel brand in their minds and fosters trust.



Image 3.9: Official Tourism of Samoa Logo.

Since Samoan culture promises time honored traditions, its logo is designed accordingly to reflect its Polynesian culture, with tribal illustrations and patterns adorning each bamboo like letter.



AFRICA: THE CRADLE OF HUMANKIND



Image 3.10: Official Tourism of Mauritius Logo.

Loved for its sapphire seas, breathtaking lagoons, surfing opportunities, and fabulous hikes, the logo of Mauritius is designed to reflect all that it has to offer. The M is shaped like a mountain crest, and the wave beneath the logo is reminiscent of the vast expanse of water surrounding it. Since Mauritius is an eclectic contrast of tastes and colors, its logo design portrays it to perfection. Overall, the logo is informal, fun, and festive, which is what the travelers visit Mauritius for.



Image 3.11: Official Tourism of Morocco Logo.

Morocco's rugged coastline, sweeping deserts, lofty mountains, and winding alleyways of ancient souqs and medina city, are hinted at in the official tourism logo of Morocco. Done up in the colors of the Moroccan flag, the logo features illustrations of a religious center and palm tree to reflect its Maghrebi mystique.



Image 3.12: Official Tourism of Madagascar Logo.

Since Madagascar is the ultimate pleasure retreat for nature lovers, the official tourism logo of Madagascar features illustration of a lemur, a grove of baobabs, and a fanning travelers' palm, enclosed between green and red ribbons; the colors of the Madagascar flag. The logo is simple and devoid of all whimsical elements; reflecting the pure and unadulterated nature of Madagascar travels.



SOUTH AMERICA: THE PATCHWORK OF SURREAL DESERTS AND MOUNTAINS



Image 3.13: Official Tourism of Brasil Logo.

Brasil is the country of diverse cultures and colors galore. Boasting a strong design industry replete with talented designers, illustrators, and artists, the logo of Brasil is a brilliant concoction of shapes and colors that make the shape elements appear to be dancing together. The clear and strong text anchors the shapes together.



Image 3.14: Official Tourism of Tanzania Logo.

Being the highest free-standing mountain in the world, Mt Kilimanjaro, the pride of Tanzania, with its snow-capped summit is beautifully illustrated in its logo. Since Tanzania is the land of safaris, and giraffes silhouetted against ancient baobab trees is a natural sight in Tanzania, the tourism logo of this country features all the charms of Tanzania to perfection. Simply looking at this logo proves what Tanzania stands for.



Image 3.15: Official Tourism of Peru Logo.

While the logo of Peru seems a bit illegible, you would stumble upon a secret euphuism upon close inspection. The curves and twirls of the logo represent one of the most notable landmarks of the nation – The Nazca Lines. The logo is full of Latin Spirit and is certainly memorable.



NORTH AMERICA: THE WELCOMING NORTHERN HEMISPHERE



Image 3.16: Official Tourism of Canada Logo.

The maple leaf is the most widely recognized national symbol of Canada and a fixture of natural Canadian beauty. Instead of stuffing the logo with unnecessary elements, the designer of the tourism logo of Canada has deemed it apt to say everything with the maple leaf icon! For the rest, you have to “keep exploring”.



Image 3.17: Official Tourism of Haiti Logo.

The Haiti logo evokes the profound beauty and the nature of the country and its awe-inspiring landscape. It portrays the positive image of the country in a radiant way that highlights the pleasures of vacationing in Haiti. The slogan, “Experience it”, perfectly summarizes the intense and powerful experience of visitors who discover Haiti for the first time.



Image 3.18: Official Tourism of Panama Logo.

The dazzling blue coastline, lost-world adventure, trekking through rainforests, and sailing between pristine tropical islands, are some of the many pleasures of visiting Panama. As such, the beautiful and peaceful logo of Panama tourism makes you think of open skies, serenity, oceanic cool breezes, and pureness of nature!

CONCLUSION

Given the importance of logos to those in the travel and tourism industry, it has never been more indispensable for travel agencies to focus on building a brand around their services, as much as the actual services themselves. Despite the myriad obvious perks of custom designed logos, splurging a fortune on getting a logo designed is not every business's forte. On the other hand, a logo maker is unparalleled in terms of cost, time, and hassle free process. Using the Designmantic logo maker is one of the most viable ways of creating logos for the travel companies. With the hundreds of design templates available, and the space for optimization, it is no wonder that the DesignMantic travel logos are popular amongst small scale and start-up travel agents from far and wide.



ABOUT THE COMPANY

DesignMantic.com provides DIY graphic design solutions to ecommerce site owners, entrepreneurs, small businesses, industry leaders, and web masters. Our popular logo maker, business card maker, T-shirt maker and website builder tools etc. offer instant graphic design solutions at affordable prices. Our aim is to provide the easiest and fastest way to brand a business so you don't have to go anywhere else.

