



Alpe Atlas

TRAVEL



Introduction

Welcome to the presentation of the Alpe Atlas Travel logo. Today, we will explore the design elements and their significance in representing your outdoor camping agency. The logo encapsulates the essence of adventure, nature, and exploration, perfectly aligning with the core values of Alpe Atlas Travel.

Logo Overview

The Alpe Atlas Travel logo is designed to immediately convey the spirit of outdoor adventure and camping. The primary elements of the logo include mountains, a campsite, and a dynamic text treatment. Let's delve into each component and understand how they contribute to the overall identity of your brand.



Design Elements



Mountains

Symbolism: The mountains in the logo symbolize grandeur, exploration, and the beauty of nature. They represent the rugged and pristine destinations that Alpe Atlas Travel offers to its customers.

Visual Appeal: Positioned prominently at the top, the mountains draw the viewer's attention, establishing an immediate connection with outdoor activities and scenic landscapes.



Campsite

Symbolism: The small campsite icon beneath the banner is a universal symbol for camping, evoking a sense of adventure, simplicity, and a return to nature. It highlights the core service of your agency: providing memorable camping experiences.

Visual Appeal: The campsite element adds a personal touch, making the logo feel welcoming and inviting. It signifies a place of rest, community, and the joy of outdoor living.

Typography

Font Style: The bold, green "Alpe Atlas" text is modern and dynamic, suggesting energy and vitality. The green color reinforces the connection with nature and environmental consciousness.

Supporting Text: The word "TRAVEL" in the banner below is in a clean, straightforward font, ensuring readability and clarity. It balances the boldness of the main text, providing a solid foundation for the logo.

Snickles

A B C D E F G H I J K L M N O P Q R S T
V W X Y Z

a b c d e f g h i j k l m n o p q r s t
u v w x y z



Snickles

A B C D E F G H I J K L M N O P Q R
S T V W X Y Z

a b c d e f g h i j k l m n o p q r s t
u v w x y z



Color Palette

Green: Represents nature, growth, and harmony. It's the perfect color to reflect the lush landscapes and the eco-friendly aspect of camping.

Gray: The neutral tones of the mountains and banner elements create a balanced contrast, making the green elements stand out while maintaining a sophisticated look.

#22B573

#CCCCCC



