

CLASSIC
Vacations

Brand Guidelines

JANUARY 2026

Brand *Guidelines*

The Classic Vacations® Brand Guide is essential for ensuring consistency in all brand communications. This guide outlines key guidelines for maintaining our brand identity.

RESOURCES AND SUPPORT

Contact Marketing: creativeservices@classicvacations.com

INTERNAL USE ONLY

[Classic Vacations GPT](#)

[Classic Tableau GPT](#)

[Creative Services Request Form](#)

[Classic Marketing Resources](#) *Pro Tip: Bookmark this link for easy access*

- Brand Guidelines
- PPT Templates
- Teams & Zoom Backgrounds
- Sales Flyers Library
- Social Media
- Creative Service Request Form
- Image Selects

EXTERNAL USE

[Logo Downloads](#)

For internal downloads, see page 30.



Who We Are 4

PURPOSE 5

VISION 6

MISSION 7

CORE VALUES 8

BRAND PERSONA 9

THE CLASSIC DIFFERENCE 10

CLASSIC COPY TO GO 11

How We Sound 16

OUR VOICE 17

HOW WE WRITE 18

GLOSSARY 19

PRO TIPS 20

STYLE NOTES 24

How We Look 25

LOGO SYSTEM 26

TYPOGRAPHY 36

COLOR PALETTE 40

PHOTOGRAPHY 45

ARTWORK 56

BRAND APPLICATION 59

Who We *Are*

Since 1978, Classic Vacations has been a trusted resource for travel advisors, dedicated to helping them design unforgettable journeys for their clients. Classic evolves with advisors, meeting them where they are to empower them and affirming the belief that travel experiences are better with advisors. By combining technical innovation with a steadfast commitment to exceptional service, Classic consistently exceeds expectations, delivering unmatched value. Classic has earned a reputation for providing advisors with world-class travel products, unmatched white-glove support, industry-leading expertise, top commissions, ongoing education, and recognition. Classic offers everything advisors need to scale their businesses efficiently and create and retain loyal customers for life.



The *Purpose*

To bring people closer together, one vacation at a time.



WHO WE ARE

The *Vision*

To empower travel advisors and ensure their success, affirming our belief that travel is better with an advisor, creating a world where every traveler embraces the power they offer.

The *Mission*

To help travel advisors deliver outstanding experiences through highly personalized service, trusted partnerships, and curated products, so they can create and retain loyal customers for life.



The *Core Values*

AT CLASSIC...

Inspired by innovation, we **BUILD**.

Responsible for a better world, we **CARE**.

Invested in our people, we **EMPOWER**
advisors, partners, and each other.

Passionate about our customers, we **LISTEN**.

Focused on mutual success, we **WIN**.



Brand *Persona*

IF CLASSIC VACATIONS WERE A PERSON, CLASSIC WOULD BE **JACKIE**.

Jackie is that friend who never forgets your birthday and remembers all your favorites, the colleague who is eager to share their industry hacks, and the traveler who knows the best hidden spots in every destination. Deeply caring for their community, whether it's their fellow advisors or the places they explore, Jackie takes their commitment to traveling responsibly seriously. You can always count on them.

Jackie appreciates the finer things in life, but is just as comfortable enjoying a simple, well-made Caesar salad, perhaps paired with fries and a Diet Coke — because true luxury focuses on personal joy, not just extravagance.



The Classic *Difference*

Travel advisors choose Classic because we help them deliver standout experiences — and because we make it easy to work with us.

When we offer meaningful support, smart tools, and real partnership, we build advisor loyalty that drives repeat bookings, stronger relationships, better yield, and help advisors feel confident choosing us again and again.

DIRECT CONNECTIVITY

Real-time rates and availability reduce changes and cancellations.

[Book Now](#)

TRAVEL PROTECTION

Cancel for any reason coverage plus commission protection.

[Learn More](#)

ADVISOR RECOGNITION

Classic recognizes advisors with [Royalty Rewards](#) and [Star Performers](#) events.

VIP CONNECT

Streamlined luxury travel for travel advisors and their VIP guests.

[Learn More](#)

ONLINE LEARNING

[Destination Webinars](#)
[Groups Online Workshops](#)
[Webinar Library](#)

EDUCATIONAL EVENTS

Opportunities for on-site education, from FAMs to conferences.

[Learn More](#)

DIGITAL TRANSFORMATION

Classic's online booking platform now offers seamless access to luxury accommodations, tours and activities, transfers, travel protection, car rentals, and flights. [Learn More](#)

Classic Copy *To Go*

Copy and paste this brand-approved copy.

Bumper Stickers

10 WORDS

We didn't invent luxury, but we did make it Classic.

5 WORDS

A work of enduring excellence

1. DOWNLOAD BRAND GUIDE

At the bottom of the flipbook window, look for the download icon – the cloud with a downward arrow.



Click the icon to save the full PDF to your computer.

2. OPEN YOUR DOWNLOADED PDF

Once downloaded, open the file from your browser's download bar or your computer's Downloads folder.

The PDF will typically open in: Adobe Acrobat (if installed), or your web browser. No special software is required – most computers can open PDFs automatically.

3. COPY THE TEXT

To copy text from the PDF:

1. Use your cursor to highlight the text.

2. Right-click and select Copy, or press:

Control (Ctrl) + C on a PC, or Command (⌘) + C on a Mac

3. Paste into your document using:

Control (Ctrl) + V on a PC, or Command (⌘) + V on a Mac

Tip: If formatting carries over, use "Paste without formatting" in your destination document for clean text.

Blurbs

WHAT IS CLASSIC VACATIONS?

100 WORDS

Since 1978, Classic Vacations has been a trusted resource for travel advisors, dedicated to helping them design unforgettable journeys for their clients. Classic evolves with advisors, meeting them where they are affirming the belief that travel experiences are better with advisors. By combining technical innovation with a steadfast commitment to exceptional service, Classic consistently exceeds expectations, delivering unmatched value. Classic has earned a reputation for providing advisors with world-class travel products, unmatched white-glove support, industry-leading expertise, top commissions, ongoing education, and recognition. Classic offers everything advisors need to scale their businesses efficiently and create and retain loyal customers for life.

60 WORDS

Classic Vacations is more than a luxury travel company. We create transformational experiences for travelers and unparalleled value for our partners. Since 1978, this has been a cornerstone of our mission to help travel advisors deliver outstanding experiences through highly personalized service, trusted partnerships, and curated products, so they can create and retain loyal customers for life.

30 WORDS

At Classic, we're dream makers. Our team is passionate, driven, and committed to delivering world-class service while fostering a culture of collaboration, innovation, and service excellence.

Blurbs

THE CLASSIC DIFFERENCE

250 WORDS

HUMAN-CENTRIC, TECH-FORWARD OMNICHANNEL BOOKING OPTIONS

The Classic Vacations online platform offers a seamless way to create itineraries. Book hotels, tours, flights, cars, and more all in one place with real-time rates, courtesy holds, and payment links. If you prefer personal support, our Reservation Center is available by phone, email, SMS, or chat, giving you flexibility to book when and how it works best for you.

DIRECT CONNECTIVITY

Classic maintains over 85% connectivity, optimizing your time and flexibility. With real-time rates and availability, you'll experience fewer changes and cancellations, ensuring smoother bookings.

COMMISSION YOU CAN COUNT ON

Earn top commissions, reliably paid the week of booking departure. This ensures steady, predictable earnings for all bookings.

TRAVEL PROTECTION

Offer clients the added security of cancel-for-any-reason policies plus commission protection, giving you peace of mind when securing bookings.

ROYALTY REWARDS PROGRAM

Automatically earn points for every eligible booking, redeemable for personal travel (including air), gift cards, and Lucia professional services.

VIP CONNECT PROGRAM

Streamlined luxury travel communications directly connects you and your VIP guests with 5-star preferred hotels ahead of arrivals, ensuring a personalized, luxurious experience for your top clients.

ONLINE EDUCATION

Classic offers a variety of online educational opportunities, including destination webinars, training workshops, podcasts, and more. Learn at your own pace, fitting education into your schedule.

IN-PERSON EDUCATION

Classic's FAMs and events like E3, Star Performers, Explore & Mingle, and more offer ongoing learning and networking opportunities.

ADVISOR RECOGNITION

Classic celebrates advisors with Royalty Rewards, STAR Performers events, and more.

Blurbs

THE CLASSIC DIFFERENCE

200 WORDS

HUMAN-CENTRIC, TECH-FORWARD OMNICHANNEL BOOKING OPTIONS

Classic Vacations offers a seamless online booking experience through our online platform, where you can book hotels, tours, flights, cars, and more all in one place with real-time rates, courtesy holds, and payment links. Prefer personal support? Our Reservation Center is available by phone, email, SMS, or chat, offering flexibility to book how and when it works best for you.

DIRECT CONNECTIVITY

We maintain over 85% direct connectivity, ensuring real-time rates and availability, reducing changes and cancellations, and giving you more time and flexibility.

COMMISSION YOU CAN COUNT ON

Earn top commissions, reliably paid the week of booking departure.

TRAVEL PROTECTION

Offer clients cancel-for-any-reason policies plus commission protection.

ROYALTY REWARDS PROGRAM

Earn points for every eligible booking, redeemable for personal travel, gift cards, and professional services.

VIP CONNECT PROGRAM

Luxury travel communications streamline connections between you and your VIP guests with 5-star hotels ahead of arrival.

ONLINE EDUCATION

Explore destination webinars, workshops, and podcasts to learn at your own pace.

IN-PERSON EDUCATION

Join Classic FAMs, E3 events, and more for hands-on learning and networking.

ADVISOR RECOGNITION

Classic recognizes your hard work with Royalty Rewards, STAR Performers events, and more.

Blurbs

THE CLASSIC DIFFERENCE

100 WORDS

OMNICHANNEL BOOKING OPTIONS

Our online platform makes booking seamless — hotels, tours, flights, cars, and more with real-time rates, courtesy holds, and payment links. Prefer personal support? Our Reservation Team supports via phone, email, SMS, or chat.

DIRECT CONNECTIVITY

With 85%+ connectivity, real-time rates reduce changes and cancellations.

COMMISSION YOU CAN COUNT ON

Top commissions, always paid on time.

TRAVEL PROTECTION

Cancel-for-any-reason policies and commission protection.

ROYALTY REWARDS PROGRAM

Earn points redeemable for personal travel, gift cards, and more.

VIP CONNECT PROGRAM

Streamline communication with 5-star hotels for your VIP guests.

EDUCATION

Online and in-person opportunities for ongoing learning and recognition.



How We *Sound*

OUR VOICE = OUR BRAND PERSONALITY

As part of the Classic Vacations team, you help shape how people see us and feel when they interact with us. This guide has everything you need to bring Classic Vacations to life.

Our *Voice*

Our voice reflects who we are: refined, trustworthy, and easy to understand. It's confident, not cold — warm, but never casual.

We speak with clarity, care, and purpose — just like the travel experiences we create.

UPBEAT, not generic.

TRADITIONAL, not stuffy.

CONFIDENT, not insincere.

CARING, not passive.

APPROACHABLE, not impersonal.



How We Write

ACTIVE Use an active voice whenever possible. Consider leading with a verb to convey ownership, accountability, and enthusiasm.

✓ Grow your business with Classic Vacations.

✗ Your business can be grown with Classic Vacations.

HUMAN Write like humans speak. Reading your writing aloud may = the ultimate litmus test.

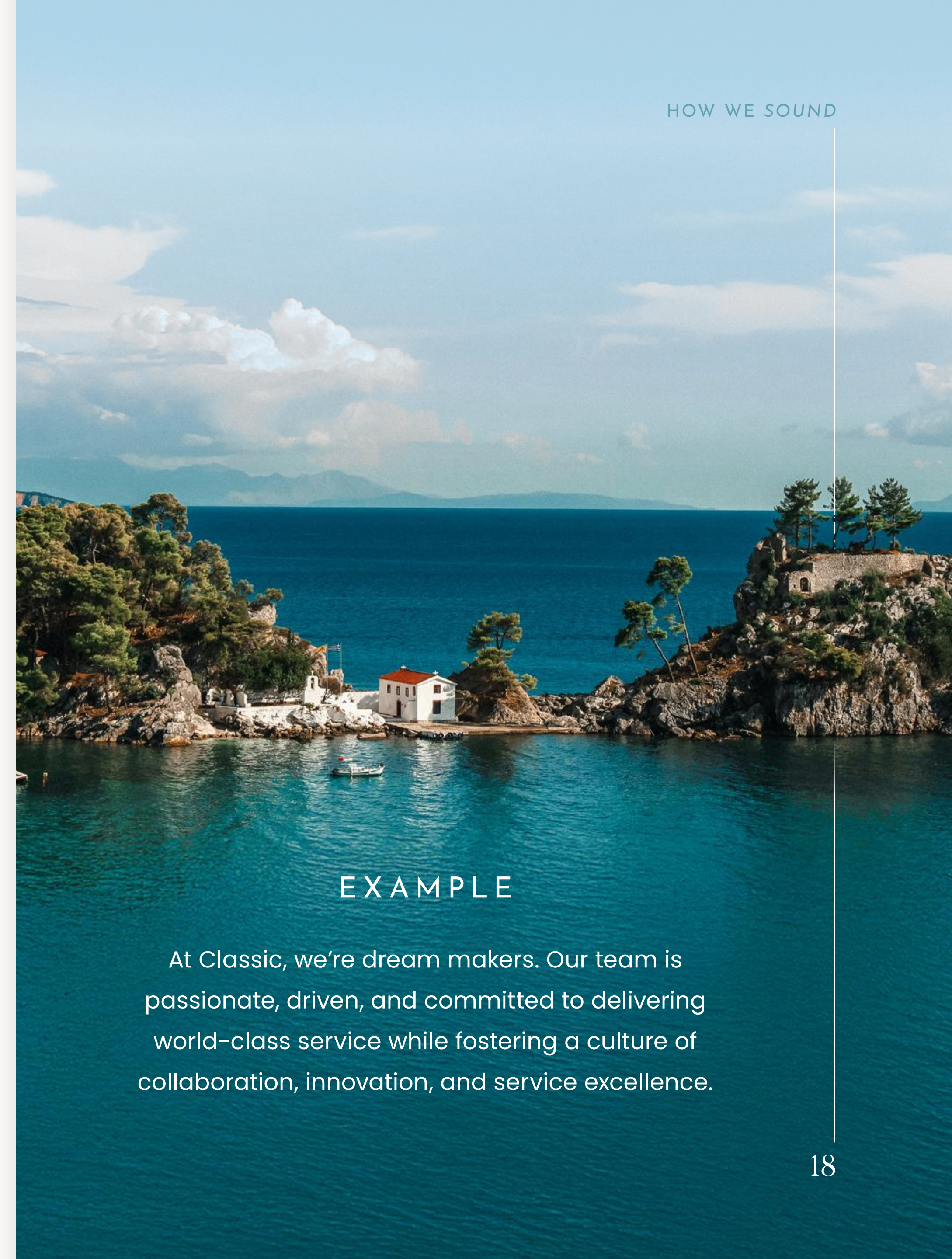
CLEAR Cleverness is great, just not at the expense of clarity.

CONCISE Less is more. Keep it brief. People skim. Put your main points first.

POSITIVE Positive framing keeps interactions upbeat, friendly, and helpful.

✓ Busy running your business? Leave the details to us.

✗ If you struggle with keeping up with details...



EXAMPLE

At Classic, we're dream makers. Our team is passionate, driven, and committed to delivering world-class service while fostering a culture of collaboration, innovation, and service excellence.

Glossary

Advisor — Classic customers are professional travel advisors who design travel experiences for their clients.

Agent — The Classic Contact Center staff agents offer professional itinerary planning services

Consortia — Group of agencies that team up to access exclusive deals, perks, and support from travel suppliers.

Partner — Travel product supplier partners like hotels, providers of tours & activities, transfers, travel protection, air, cruise lines, etc.

BAR — Best Available Rate

BDM — Business Development Manager

EPS — Expedia Partner Solutions
Typically, any hotel that's not Classic-preferred is an EPS "affiliate"

FAM — Familiarization Tour
(also called research or product development trips)

FIT — Flexible and Independent (of group) Travel

IATA/CLIA/TRUE — Industry ID to be able to book

LT — Leadership Team

SAM — Strategic Account Manager

TSS — Travel Sales Specialist (CV's Call Center Reservations Agents)

TSP — Travel Smart Plan. This is Classic's white-label name for travel protection.

BW — Booking Window

TW — Travel Window

See our [full list of terms & acronyms.](#)

Internal Access Only

Pro *Tips*

TRAVEL ADVISOR At Classic, we have long-standing relationships with partners, but our true customers are travel advisors. When their businesses thrive, so does ours. We continually adapt to their changing needs.

We are a B2B company and have little interaction with travelers unless the Classic Customer Service team provides support on behalf of the traveler's advisor.

In our world, advisors are NOT synonymous with "agents." Advisors are our customers, whereas the Classic Contact Center reservations "agents" (also called "specialists") offer professional booking support, generously and liberally sharing their destination knowledge.

We do not capitalize "advisor." We do, however, spell it "advisor."

- ✓ Classic Vacations loves travel advisors.
- ✗ Classic Vacations loves Travel Advisers.

AFFILIATE PROPERTIES

Do not cite a specific number of EPS affiliate properties in writing. The total changes regularly, and exact figures quickly become outdated.

- ✓ Access to hundreds of thousands of affiliate properties
- ✗ Access to 25,000+ properties

AMPERSANDS

Ampersands (&) are a good option for headlines and email subject lines. Spell out the word “and” in all body copy.

ASTERISKS

Avoid using asterisks (*) when possible. If one is needed, it should be placed after the word it is referencing. If the word is at the end of a sentence, the asterisk should appear after the punctuation.

- ✓ Save 20% on your favorite hotel.*
- ✗ Save 20% on your favorite hotel*.

BRAND NAME

Use the full brand name in the first instance of the headline and in copy. There after can just be “Classic.” Make “Vacations” plural.

- ✓ Classic Vacations means luxury.
- ✗ Classic Vacation means luxury.

BULLET POINTS

No need for punctuation at the end of bullet points (unless, in the rare instance, the copy consists of complete sentences). We make an exception for the occasional question mark or exclamation point. The initial letter of each bullet point is always capitalized.

BOOKING EXPERIENCE (BX)

Use “online booking platform” or “online booking tool” when referring to Classic’s online booking experience. Never use the word “BX” for external communications.

- ✓ Learn more about the Classic online booking platform
- ✓ Learn more about the Classic online booking tool
- ✗ Learn more about BX.

CAPITALIZATION

ALL CAPS CAN COME ACROSS AS SHOUTING! Use all caps sparingly for emphasis. We do not capitalize partner or preferred property. We do not capitalize advisor – but we do spell it “advisor.”

CHECK IN/CHECK-IN

So which one is right? Both! Use “check in” as a verb and “check-in” as a noun or adjective. Same rules apply to “check out” and “check-out.”

- ✓ Check in to your room at 3 pm.
- ✓ Your check-in was a success.

COMMAS

We are fans of the Oxford/serial comma.

- ✓ Our reservations agents quickly respond via chat, email, or phone call.
- ✗ Our reservations agents quickly respond via chat, email or phone call

CONTRACTIONS

We can go either way depending on the context. They lend a conversational feel to communication but may sound overly casual in some cases. More often we do not use contractions but when ghost writing for someone, check with them about their preferences.

- ✓ It is a stunning view.
- ✗ It’s a stunning view.

COST

Avoid referring to Classic products and features as “free,” which brings to mind cheap quality or low value. Instead, we prefer “at no additional cost” or “included.”

- ✓ Breakfast is included.
- ✗ Breakfast is free!

CURRENCY

Always use the dollar sign when writing about money. Include decimals when relevant. If writing about other currencies, follow the same format.

DATES

Spell out months in full when possible. For numeric dates, please follow this format: mm/dd/yyyy.

EM DASH

Em dashes (—) can help strike the right tone but remember that we like to keep sentences tight but breathable by adding a space on either side.

- ✓ Keep an eye out — bookable online soon.
- ✗ Keep an eye out - bookable online soon.

EN DASH

Use en dashes (–) to indicate a range of numbers or dates.

- ✓ Call Center hours are 6 am – 5 pm.
- ✗ Call Center hours are 6 am - 5 pm.

EMOJIS

Emojis can add warmth or visual clarity — but use them intentionally, not decoratively. Keep it elevated and on-brand across all channels.

- ✓ **Where they work:**
 - Social media comments or replies (friendly, conversational)
 - Light-touch advisor outreach when tone is personal and brief
- ✗ **Where to avoid:**
 - Social media captions (unless the emoji is functional)
 - Email subjects or headlines
 - Formal emails, newsletters, or presentations
 - Printed materials or presentation decks

EXCLAMATION MARK

Use them sparingly and cautiously, and only when writing something that someone would naturally shout or exclaim. Always consider the context of the message, and never use them in error messages.

- ✓ Hooray! We are processing your Classic Vacations registration.
- ✗ We are processing your Classic Vacations registration!

INSURANCE

Do not use the word "insurance," instead use "coverage" or "protection." Reference Travel Protection, pg 21.

JARGON

Avoid industry lingo, which can cause confusion. If in doubt, do not use the term.

LOGIN/LOG IN

So which one is right? Both! Use “log in” as a verb and “login” as a noun or adjective.

- ✓ Log in to your Classic account.
- ✓ Do you remember your Classic login?

NUMBERS

For print: Spell out numbers one through nine. Use figures for numbers 10 and over.

For digital: Use figures unless at the start of a sentence, along with the visual % for percentages.

PARENTHESIS

We often prefer an em dash (—) to parentheses.

- ✓ Travel advisors — Classic’s customers — help their clients make lifelong memories.
- ✗ Travel advisors (Classic’s customers) help their clients make lifelong memories.

PERIODS

Generally, place periods inside quotation marks and outside parentheses.

PHONE NUMBERS

We typically present phone numbers with the area code in parenthesis and a dash after the prefix.

- ✓ +1 (800) 221-3949
- ✗ 800.221.3949 or 800/ 221-3929

POSSESSION

When establishing ownership, use an apostrophe on the outside of full brand name and an “s” when using the shorter brand name.

- ✓ Classic Vacations’ online booking engine
- ✗ Classic Vacations’s online booking engine
- ✓ Classic’s online booking engine
- ✗ Classics’ online booking engine

PREPOSITIONS & PREPOSITIONAL PHRASES

Avoid overuse.

- ✓ Sign up here to ...
- ✗ Sign up here in order to ...

PROJECT EXPEDITION (PE)

Avoid citing a specific number of PE tours or activities. Inventory varies daily.

- ✓ Book thousands of curated experiences worldwide
- ✗ Book 19,000+ experiences in 200+ cities

PRONOUNS

Use “they” as a singular, gender neutral pronoun when the gender of the subject is unknown.

Look for opportunities to make it about the audience instead of using personal pronouns.

- ✓ Classic has led the way..
- ✗ We have led the way..

SINCE 1978

Don't write out the number of years Classic has been in business. This ages quickly and requires constant updates. Instead, reference our founding year.

- ✓ Founded in 1978 or Since 1978
- ✗ Celebrating 47 years of excellence

TESTIMONIAL ATTRIBUTION

When quoting travel advisor testimonials, always attribute using the advisor's full first name and last initial, followed by: “a Classic travel advisor”

- ✓ “Classic makes me feel supported on every booking.”
– Taylor M., a Classic travel advisor
- ✗ – T. Martinez, Travel Advisor
- ✗ – Taylor M., Taylor's Travel Co.

TIME

Use “am” and “pm” for morning and night. Separate the hour and minutes from am/pm with a space.

- ✓ 5 pm
- ✗ 5 p.m. or 5 PM

TIME ZONES

UNITED STATES

Use PT, MT, CT, ET (no “S” or “D”) when referring to time zones, keeping things clear — especially in travel communications where daylight saving time can vary by region.

- ✓ 10 am – 2 pm PT
- ✗ 10 AM – 2 PM PST

INTERNATIONAL

Use city or region names when referencing international time zones. Avoid assuming shared daylight saving rules, which vary by country and region.

- ✓ 10 am London time
- ✗ 10 am GMT

TRADEMARKS

Use registration and trademark symbols correctly to protect the Classic Vacations brand. Apply symbols sparingly and only where appropriate.

• Classic Vacations®

Use the registration symbol on first reference in headlines or formal copy. Subsequent references may appear without the registration symbol as “Classic Vacations” or “Classic.”

• Classic Insights®

Use the registration symbol on first reference in headlines or formal copy.

- ✓ Classic Vacations® has supported travel advisors since 1978
- ✓ Explore trends in Classic Insights®
- ✗ Classic™ Vacations
- ✗ Adding ™ or ® to the logo manually

TRAVEL PROTECTION (TSP)

Use “Travel Protection” when referring to Classic's travel coverage. “TSP” stands for Travel Smart Plan, Classic's white-label name for this offering. Never use the word “insurance.” Only use the acronym “TSP” after the full term “Travel Smart Plan” has been introduced.

- ✓ Add Travel Protection to protect your client's investment
- ✗ Ask about TSP
- ✗ Ask about travel insurance at checkout



Style Notes

We follow the [AP Stylebook](#). Please refer to it for grammar and punctuation rules not covered in the Pro Tips.

How We *Look*

Our visual identity defines how Classic Vacations presents itself aesthetically across all platforms. Key components of our visual identity include:

LOGO SYSTEM - Approved logo formats, spacing, and placement rules.

TYPOGRAPHY - The brand fonts used in Classic communications.

COLOR PALETTE - Official brand colors for digital and print use.

PHOTOGRAPHY - Image style and tone that represent the brand.

ARTWORK - Custom illustrations that enhance our identity.

Logo System

Usage

Classic Vacations core logos form the foundation of our brand's identity. These logos come comes in several variations to suit different needs and contexts. See right for percentage of usage.

PRIMARY

Serves as the go-to option for majority of materials.

SECONDARY | VERTICAL & HORIZONTAL

Only to be used when the primary is illegible. This logo enhances readability in narrow layouts.

MARK

Adds a subtle branding touch to environments that are already clearly branded Classic Vacations.

75%



5%



20%





Primary

Use the primary logo whenever and wherever feasible. The "Classic" wordmark is composed of ButlerPro, Roman, all caps, in Onyx color. The "Vacations" wordmark is composed of Modernline font, Bold, sentence case, in Onyx color 50% tint. The wordmarks are justified right.

The ™ symbol is built into the approved primary logo and must not be altered or removed.

SAFE AREA



Use the height of the "C" in "Classic" as a unit of measurement, ensuring that this space is maintained on all sides.

MINIMUM SIZE



To maintain legibility, the Classic Vacations Primary Logo should never be less than **Print: 1"** and **Web: 100px**



Secondary

VERTICAL

Use the vertical variation of the Classic Vacations logo when the "Vacations" wordmark in the primary logo is illegible. The wordmarks, "Classic" in Onyx and "Vacations" in a 50% tint of Onyx, are stacked vertically and center-justified.

HORIZONTAL

Use the horizontal variation when the primary logo is illegible and the vertical version does not fit. The wordmarks are arranged horizontally and are suited for wider spaces.

The ™ symbol is built into the approved secondary logo and must not be altered or removed.

SAFE AREA



MINIMUM SIZE

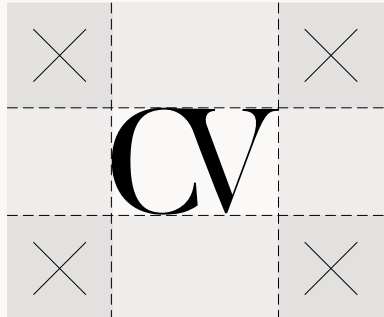


Maintain a safe zone around the logo equal to the height of the "C" in "Classic".

Vertical should never be less than **Print: 1"** and **Web: 66px**
Horizontal should never be less than **Print: 2"** and **Web: 150px**



SAFE AREA



Use the **height of the "C" in "CV"** as a unit of measurement, ensuring that this space is maintained on all sides.

MINIMUM SIZE



The Mark should never be less than **Print: 0.25"** and **Web: 50px**

Mark

Use the CV mark logo to brand social channels or assets. The Mark is comprised of the C and V from Classic and Vacations, in ButlerPro, Roman, all caps, and stylized to connect at the top of the characters.



Utilizing Logos

Proper and consistent use of the Classic Vacations logo strengthens our visual identity – reinforcing recognition, professionalism, and trust among travel advisors and partners alike. Each logo application reflects the care and quality our brand represents.



Full Color DARK

Our full-color dark logo supports our brand and should be the first choice when showcasing Classic Vacations.

CLASSIC
HEX: #25282C
CMYK: 75, 67, 60, 66
RGB: 37, 39, 44

Vacations
HEX: #9E999E
CMYK: 41, 36, 21, 1
RGB: 158, 153, 158

Monochrome



BLACK
HEX: #000000
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



Full Color LIGHT

The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within approved photographs.

CLASSIC
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Vacations
HEX: #D6D6D6
CMYK: 15, 11, 12, 0
RGB: 214, 214, 214

Monochrome



WHITE
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Background Selection

Occasionally, it may be necessary to apply the logo to backgrounds that contrast very little with the logo. In these cases, use the reverse logo.

When in doubt, to determine whether to use the reverse logo, convert the background color to grayscale. Use the chart to the right to find the appropriate logo to use depending on the grayscale percentage your original color produced.

USE DARK LOGO IF 15% BLACK OR LESS

0%

CLASSIC
*Vacations*TM

5%

CLASSIC
*Vacations*TM

10%

CLASSIC
*Vacations*TM

15%

CLASSIC
*Vacations*TM

Note: If your background falls between 20% and 40%, choose a different color background or add a subtle shadow or highlight behind the logo to ensure sufficient contrast.

HOW WE LOOK | LOGO SYSTEM

USE LIGHT LOGO IF 40% BLACK OR MORE

40%

CLASSIC
*Vacations*TM

50%

CLASSIC
*Vacations*TM

60%

CLASSIC
*Vacations*TM

70%

CLASSIC
*Vacations*TM

80%

CLASSIC
*Vacations*TM

90%

CLASSIC
*Vacations*TM

100%

CLASSIC
*Vacations*TM

Logo Application

The consistent and precise logo use on all materials and platforms involves careful attention to size, placement, and color.

NO STRETCHING



USE CONTRASTING COLORS



NO CHANGING COLORS, SCALE, OR ANGLE OF ELEMENTS



Application Examples

Improper logo use – incorrect size, placement, or color – weakens its impact, disrupts design integrity, and diminishes brand recognition, compromising the polished visual identity of Classic Vacations.

Have a question?

Email us at:

creativeservices@classicvacations.com



Logo Files

We've made it simple to find and use the Classic Vacations logo — easy as 1, 2, 3!

1. Pick a Logo

Primary Logo – The standard, go-to version

Secondary – When space is tight

Mark – For small spaces or subtle branding

2. Determine the File Type needed

PNG – PowerPoints, PDFs, Canva, Email Signatures

SVG – Websites or Digital Templates

EPS – Printed Materials

3. Download

1. PICK A LOGO

PRIMARY	
SECONDARY VERTICAL	
HORIZONTAL	
MARK	

2. DETERMINE FILE TYPE

PNG	Decks • Docs • PDFs Canva (flyers, e-blasts, letters) Social posts • Room drops Pre-arrival guides
SVG	Websites • Email templates Microsites • Digital headers App UIs
EPS	Print brochures • Swag • Signage Stationery • Lanyards • Media kits

3. DOWNLOAD

PRIMARY		MARK
FULL COLOR	MONOCHROME	
Dark PNG SVG	Black PNG SVG	Black PNG SVG
Light PNG SVG	White PNG SVG	White PNG SVG

Need a high-resolution EPS file for printing or one of the Secondary logos?

Email us with your request and intended use: creativeservices@classicvacations.com

Typography

Classic Vacations typography is rooted in clarity, sophistication, and timeless style. Our fonts work together to create polished yet approachable visuals — from bold headlines to elegant accents.

BUTLER PRO

Classic serif, use display weight for headlines and titles and regular weight for body and subheads.

JOSEFIN SANS

Geometric sans-serif used in headlines, subheads, and calls to action.

POPPINS

Sans-serif for body copy. Clean, modern, and readable.

MODERNLINE

Script accent used in the logo and for elevated moments. Refined and elegant.



Serif Fonts

Used for large headlines in print, email, and web. It's bold, structured, and timeless — the “Classic” in our logo for a reason. ButlerPro helps everything look more luxurious — even numbers and punctuation.

Weight: Use Roman, Medium, or Light Display for headlines/subheads, but use regular Roman weight for body copy

Size: Display weights should be set to 20pt or larger

Hierarchy: Keep headlines clearly larger than body or subhead text

ButlerPro is a purchased font with limited licenses.

Email us with your request:

creativeservices@classicvacations.com

HEADLINE **ButlerPro** Roman Display | Light Display
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890'?'”!”(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢::*

SUBHEAD **ButlerPro** Light Display | Roman Display | **Medium Display**
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890'?'”!”(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢::*

BODY COPY & CTAs **ButlerPro** Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890'?'”!”(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢::*

Sans-Serif Fonts

Used for body text, calls to action (CTAs), and supporting layout elements.

Josefin Sans: For headlines, subheads, and CTAs. Use Roman, Light, or Thin – always in all caps for consistency and structure.

Poppins: Our go-to for body text. Use Light or Regular for clarity across print and digital. Can be paired with ButlerPro for mixed-font layouts. If using as a subhead, only use if over 3 lines or over 10 words

Size: Body copy should aim to be 10pt or above.

Hierarchy: Keep Josefin headlines and subheads clearly larger than Poppins body text.

Both fonts are free and available on Google Fonts.

[DOWNLOAD JOSEFIN SANS](#)

[DOWNLOAD POPPINS](#)

HEADLINE **JOSEFIN SANS** ROMAN | LIGHT | THIN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

PRIMARY
 SUBHEAD & CTAs **JOSEFIN SANS** LIGHT | ROMAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

SECONDARY
Poppins Light | Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

BODY COPY **Poppins** Light | Regular | Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

Script Font

Used sparingly for accents, Modernline adds a refined, handwritten touch. It should feel like a signature: subtle, expressive, and never overused.

Weight: Use Regular or Bold.

Size: 25pt and above is ideal for clarity

Hierarchy: Use as one or a few words in a title to elevate a headline or as a supporting detail. Be careful not to overpower.

Embellishments: Tails can be added to the start or end of a full title, not every word

Appropriate times to use: Romantic campaigns, seasonal campaigns, signatures, one or two words in a headline

REGULAR *modernline*
A B C D E F G H I J K L M N O P R S T U 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
*1 2 3 4 5 6 7 8 9 0 ' ? ' ' ! " (%) [#] { @ } / & \ < - + ÷ × = > ® ¢ £ ¤ • ¢ : ; **

BOLD *modernline*
A B C D E F G H I J K L M N O P R S T U 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
*1 2 3 4 5 6 7 8 9 0 ' ? ' ' ! " (%) [#] { @ } / & \ < - + ÷ × = > ® ¢ £ ¤ • ¢ : ; **

REGULAR *modernline tail*

BOLD *modernline tail*

Modernline is a purchased font with limited licenses.

Email us with your request:

creativeservices@classicvacations.com

Color Palette

Color is central to how Classic Vacations expresses its brand — refined, recognizable, and emotionally resonant. Our palette balances calm luxury with vibrant possibility.

Swatches

PRIMARY — Our core colors

Onyx for main text and key elements

Pearl for backgrounds

SECONDARY — Used to enhance key visuals

Swell adds vibrancy

Latte offers a grounded contrast

TERTIARY — For accents and elevated touches

Lush calms

Pamplemousse pops

Gold signals highest-end, 5-star products

ONYX

HEX: #25282C

CMYK: 75, 67, 60, 66

RGB: 37, 39, 44

PEARL

HEX: #FBF9F9

CMYK: 1, 1, 1, 0

RGB: 251, 249, 249

SWELL

HEX: #106E81

CMYK: 85, 37, 33, 21

RGB: 16, 110, 129

LATTE

HEX: #9A8478

CMYK: 40, 44, 50, 7

RGB: 154, 132, 120

LUSH

HEX: #A6BB9E

CMYK: 37, 16, 42, 0

RGB: 167, 187, 159

PAMPLEMOUSSE

HEX: #F3776A

CMYK: 0, 67, 54, 0

RGB: 243, 119, 106

GOLD

HEX: #C9B178

Primary Colors



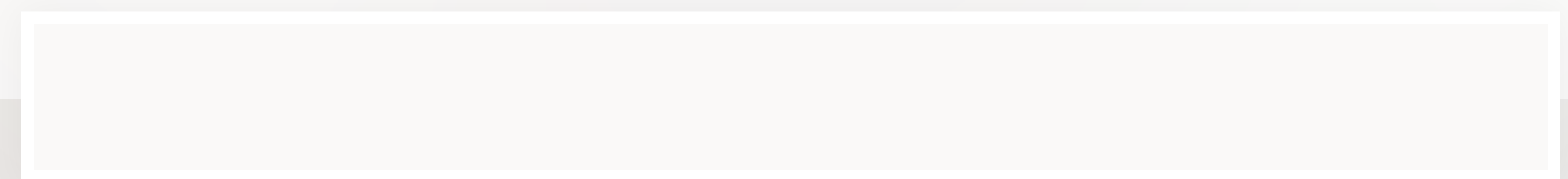
Onyx, a deep and sophisticated black, provides a strong, timeless **base for text, key elements, and striking contrasts** that embody elegance and authority.

USES: Headline & body copy • Icons, lines, key UI elements • Primary logo



Pearl, a soft, refined white, offers a versatile and luminous **background that enhances clarity** and creates a sense of openness and luxury.

USES: Backgrounds • Content blocks • Logo contrast on dark materials



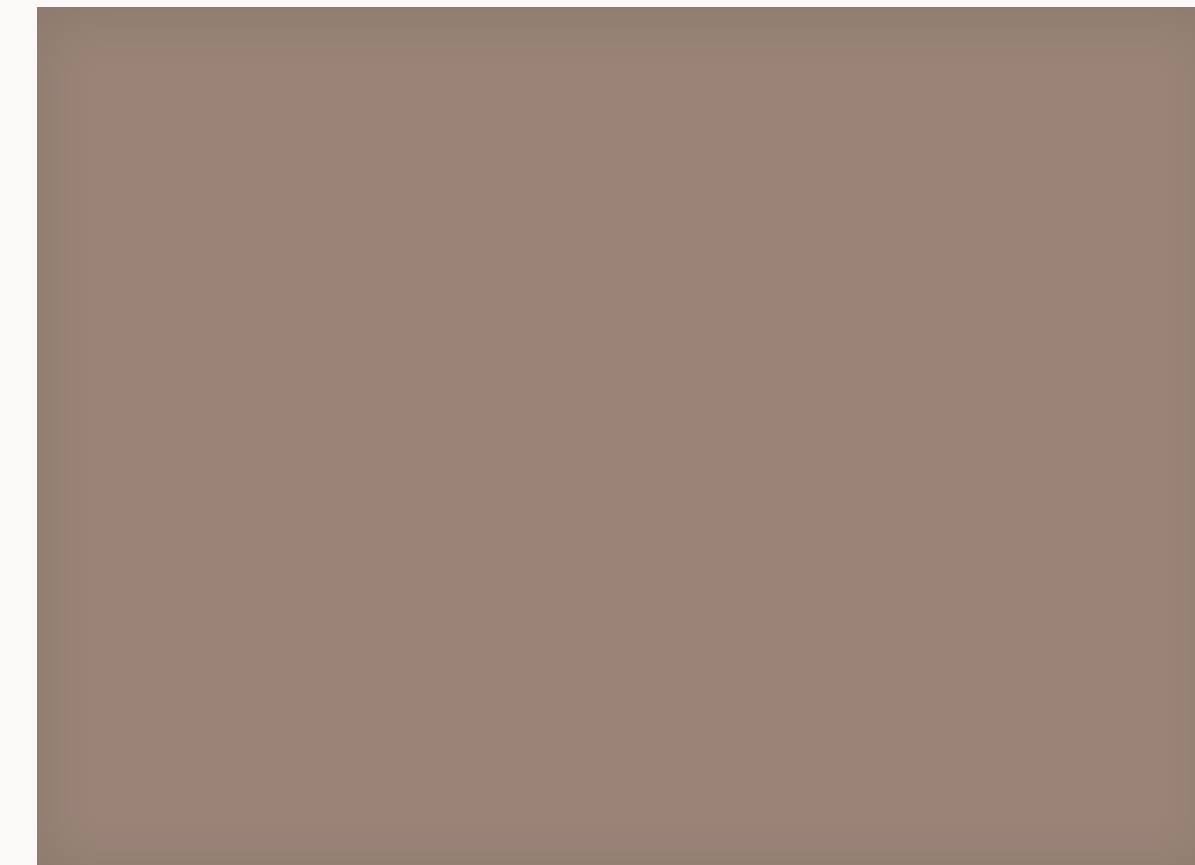
Secondary Colors



Swell

Swell, a rich, ocean-inspired teal that adds bold energy and modern vibrance. When paired with Groups materials, it reflects togetherness, momentum, and shared discovery.

USES: Call-to-action buttons and links • Event graphics • Backgrounds



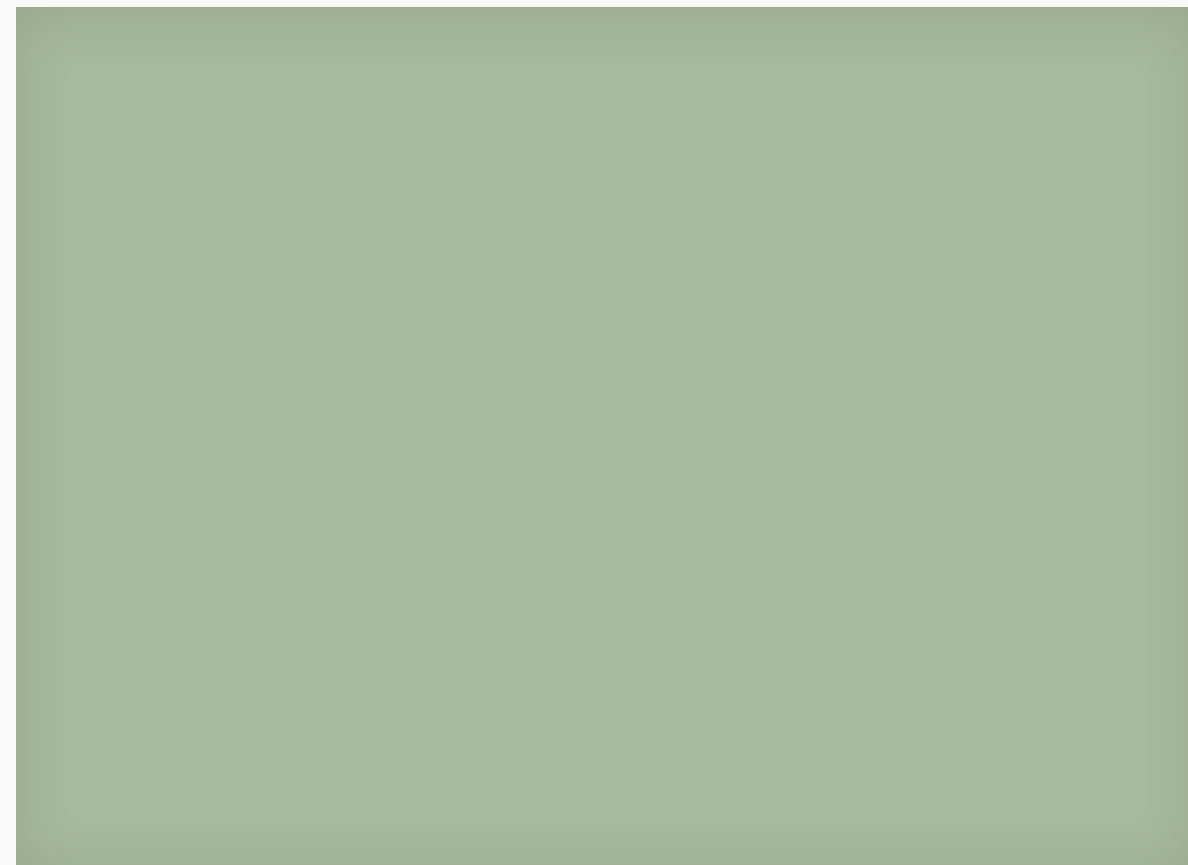
Latte

Latte, a grounded, muted taupe that evokes calm sophistication. Frequently featured in FIT and elevated luxury materials, it brings grounding, warmth, and balance to high-touch experiences.

USES: Backgrounds • Content blocks • Logo contrast on dark materials



Tertiary Colors

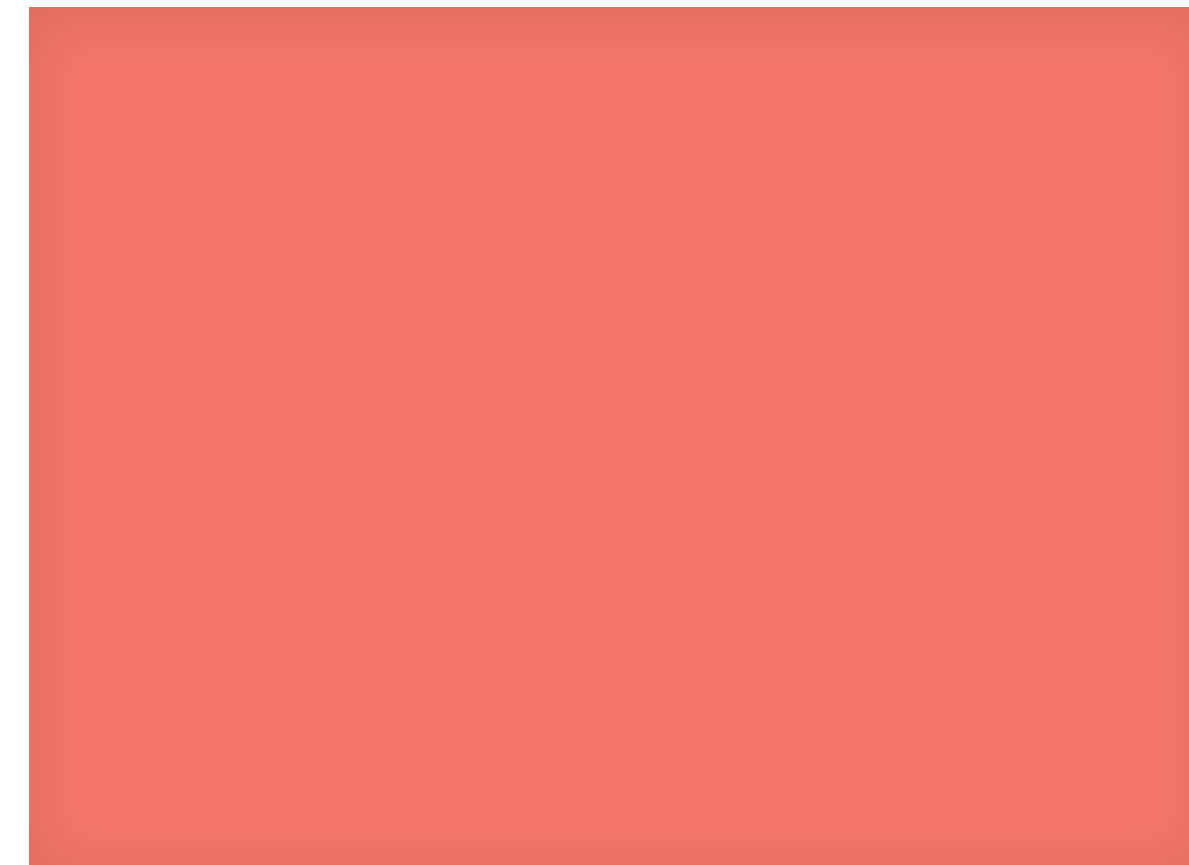


Lush

A soft, muted green that brings calm and natural elegance for serene accents and themes.

USES:

- Decorative elements • Soft backgrounds
- Promotional details

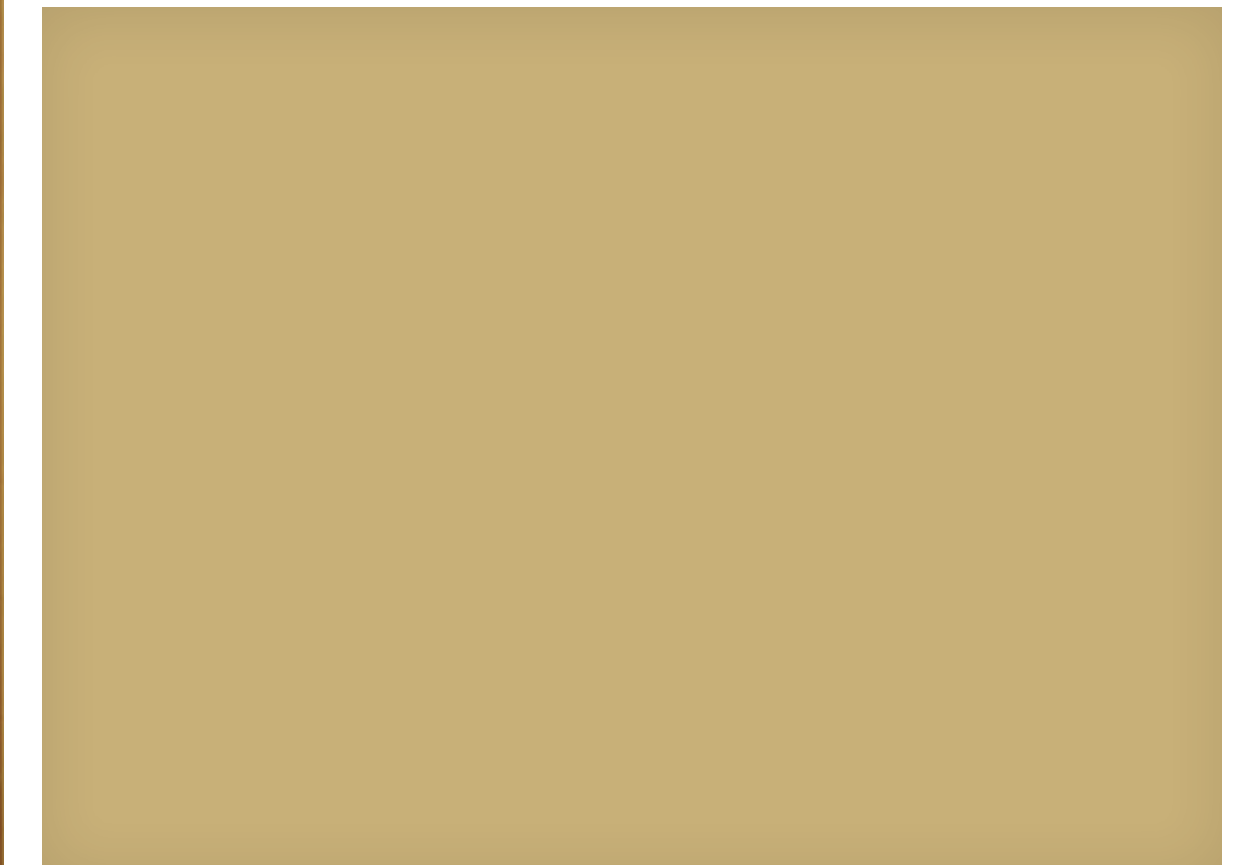


Pamplemousse

A lively grapefruit hue that adds a vibrant, playful touch to standout and seasonal moments.

USES:

- Highlights • Icons • Special offers
- Social graphics



Gold

Our most exclusive color, reserved for 5-star materials only.

USES:

- Preferred Properties • *5-Star Connoisseur*
- VIP Connect



Color Usage

ONYX: Logos, main text, bold background.

PEARL: Neutral backgrounds

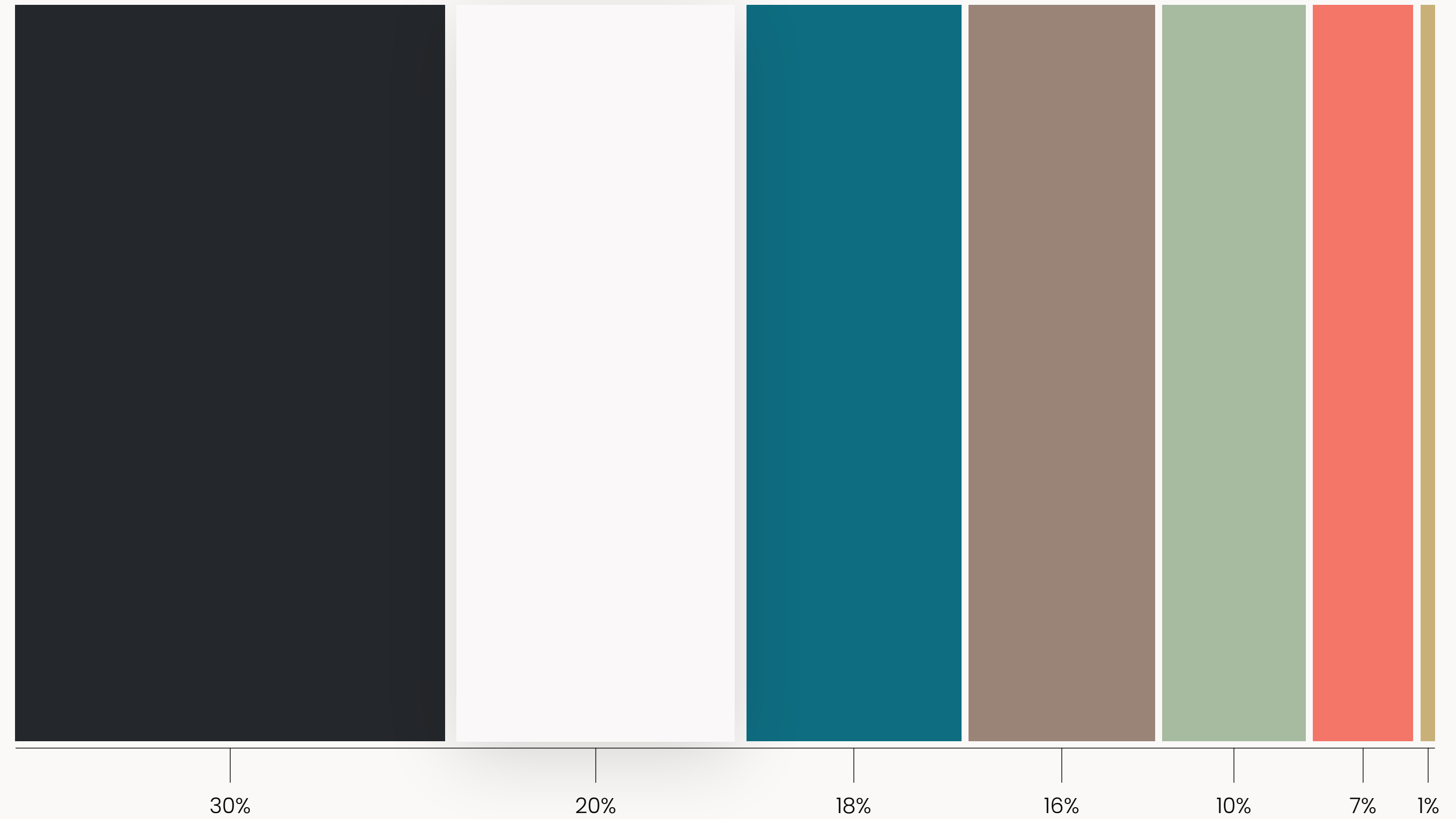
SWELL: Buttons, backgrounds, hyperlinks

LATTE: Buttons, borders, and footers

LUSH: Soft backgrounds and accents

PAMPLEMOUSSE: Highlights and underlines

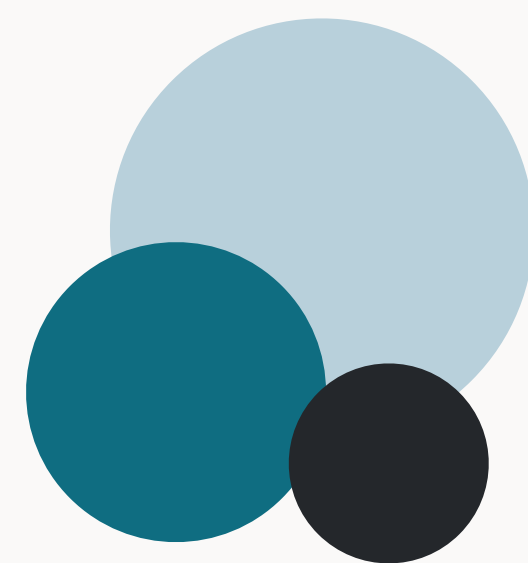
GOLD: Reserved for Classic's highest-end products, like preferred properties, European Riches Select campaign and the 5-Star Connoisseur newsletter



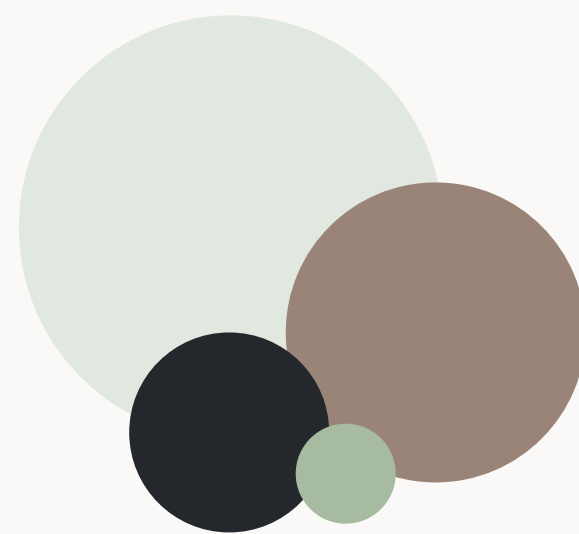
Pairings



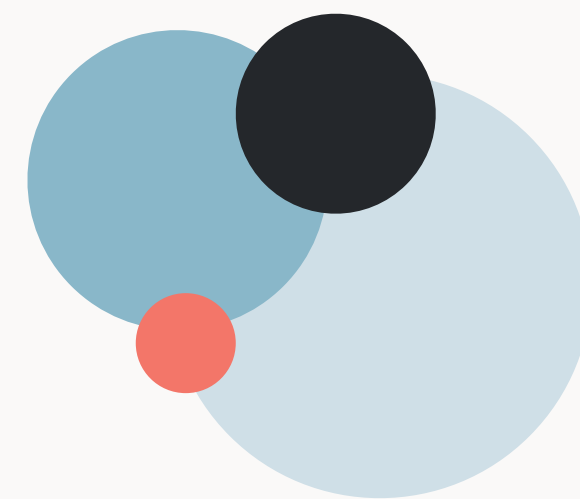
MODERN DIGITAL



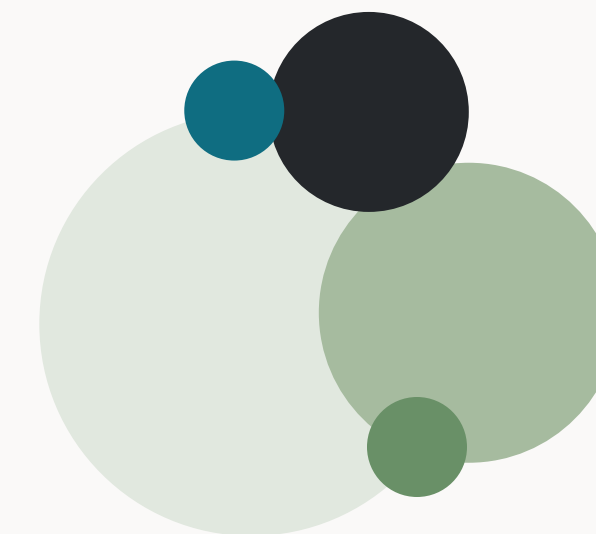
SERENE SIGNATURE



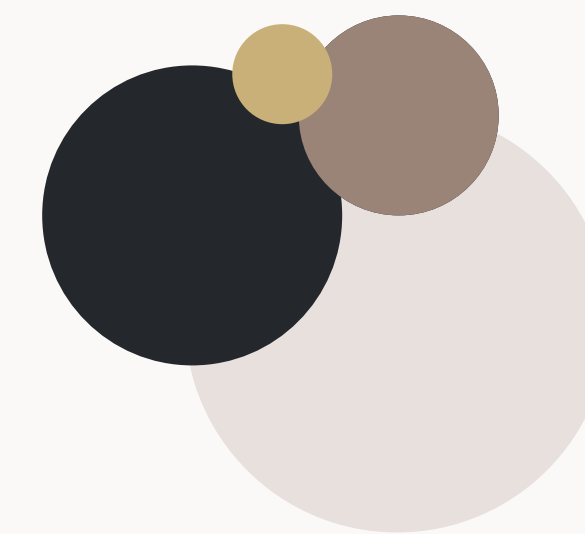
CALM PALM



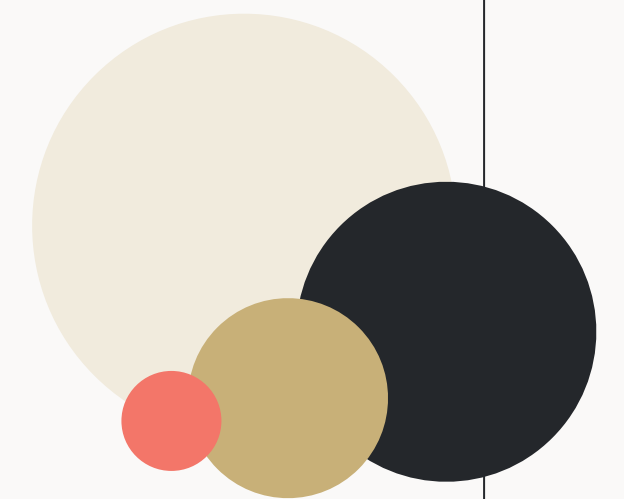
COASTAL SPOTLIGHT



FRESH PERSPECTIVE



EUROPEAN RICHES



GOLDEN HOUR

Photography

Our photography captures more than just places — it reflects the feeling of Classic Vacations. Every image should convey emotional warmth, aspirational luxury, and a sense of effortless, lived-in beauty.

We lean into natural light, rich textures, and scenes that feel real but elevated. People are welcome, as long as they feel authentic and unposed. Think quiet confidence, not stock-photo smiles.

Avoid anything overly saturated, cliché, or polished to perfection. We're here to inspire — not oversell.



WHAT WE LOOK FOR

Natural light and soft contrast

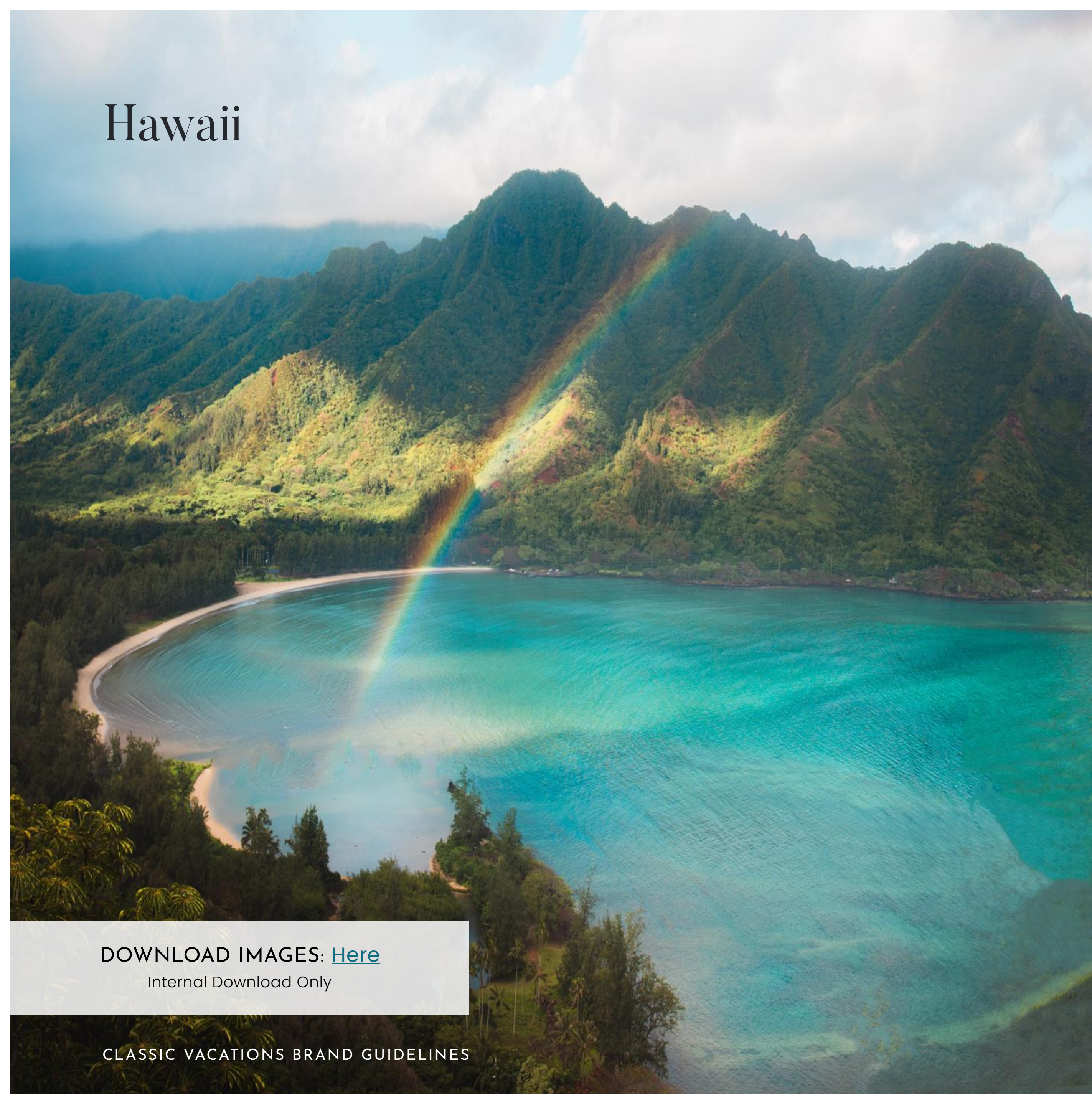
Authentic moments that feel real

Clean, uncluttered compositions

Color palette harmony with our brand tones

Diverse destinations, diverse travelers

Hawaii



DOWNLOAD IMAGES: [Here](#)

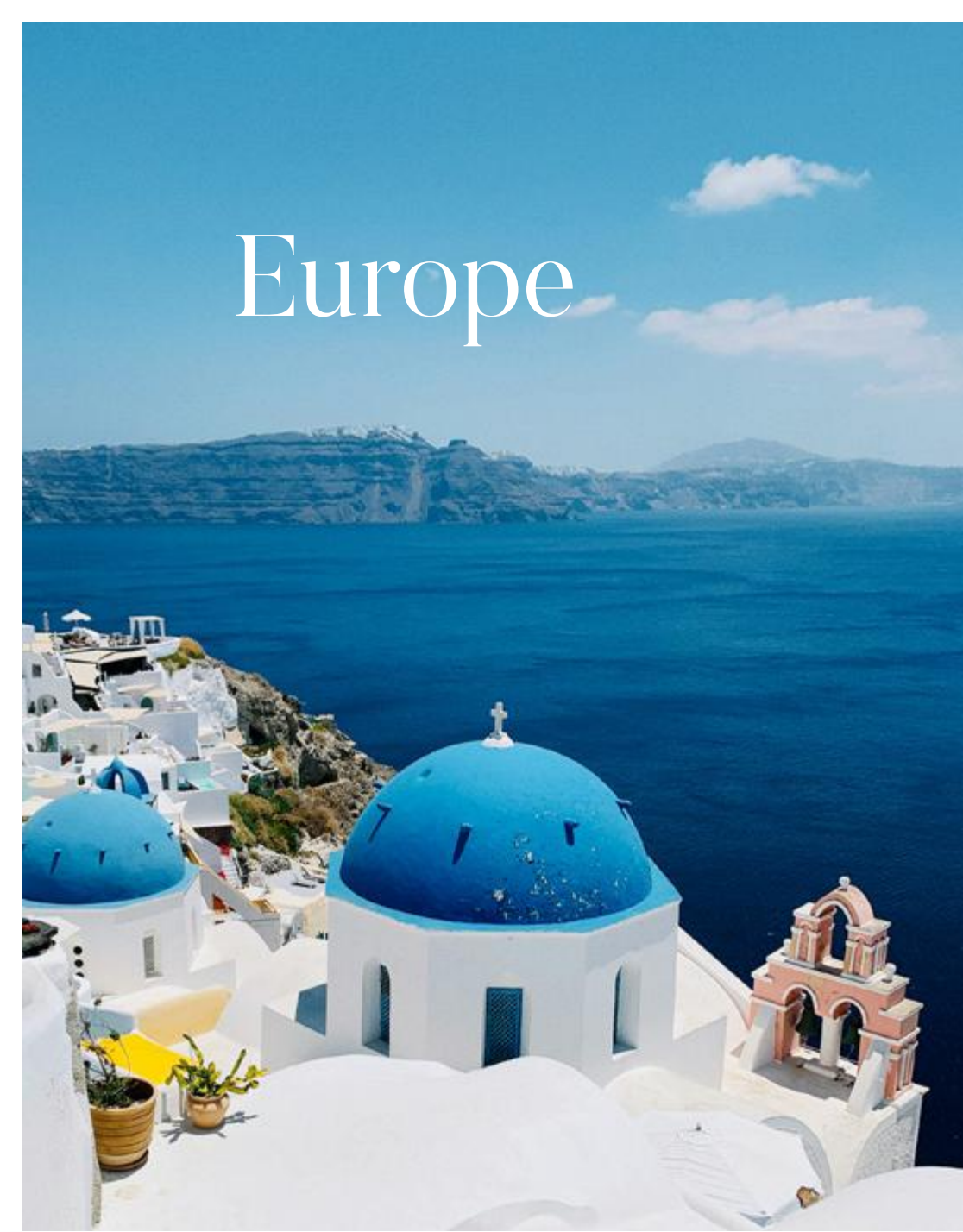
Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES

HOW WE LOOK | PHOTOGRAPHY



Europe



HOW WE LOOK | PHOTOGRAPHY

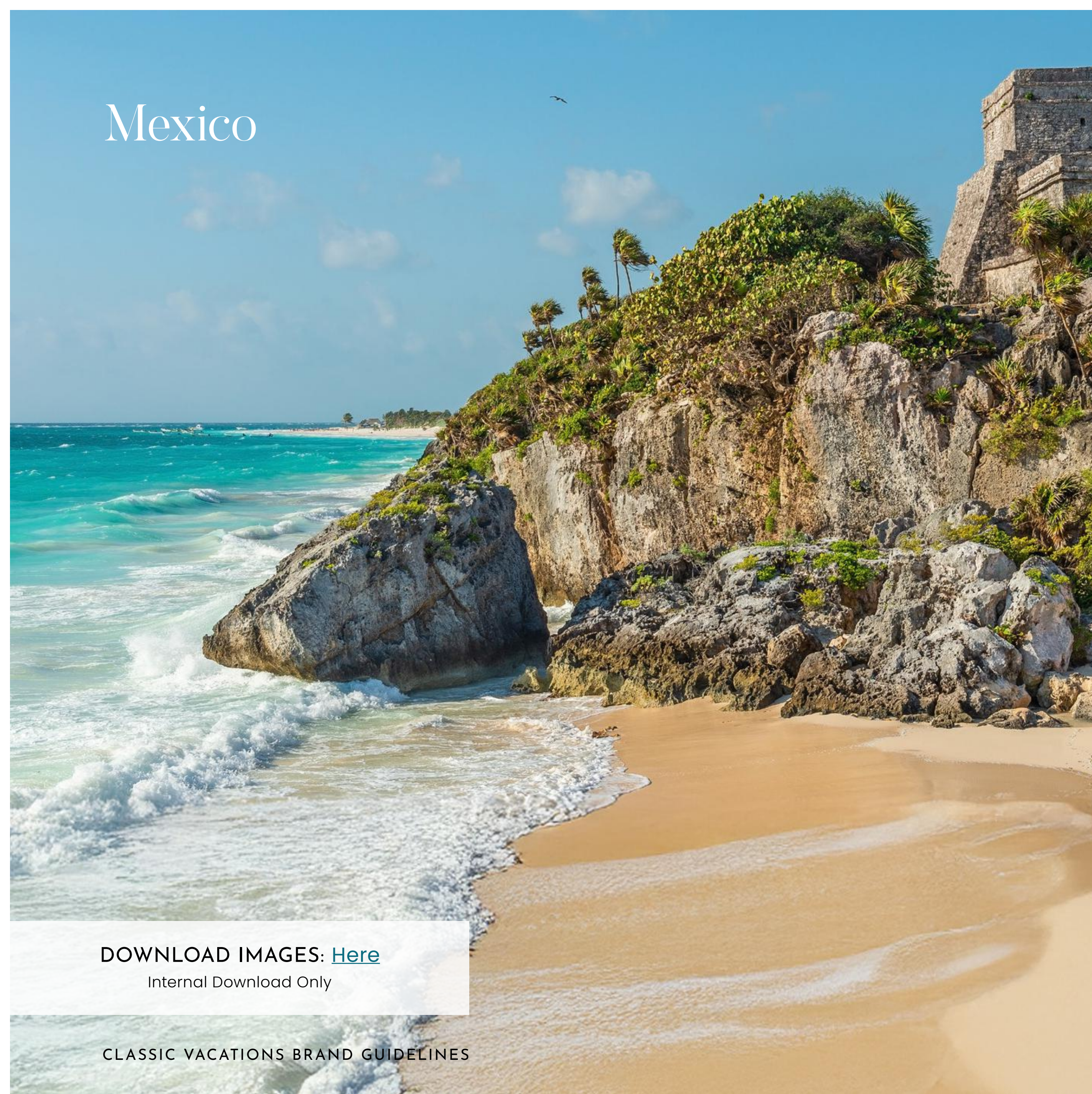


DOWNLOAD IMAGES: [Here](#)

Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES

Mexico



DOWNLOAD IMAGES: [Here](#)

Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES



HOW WE LOOK | PHOTOGRAPHY



Caribbean



HOW WE LOOK | PHOTOGRAPHY

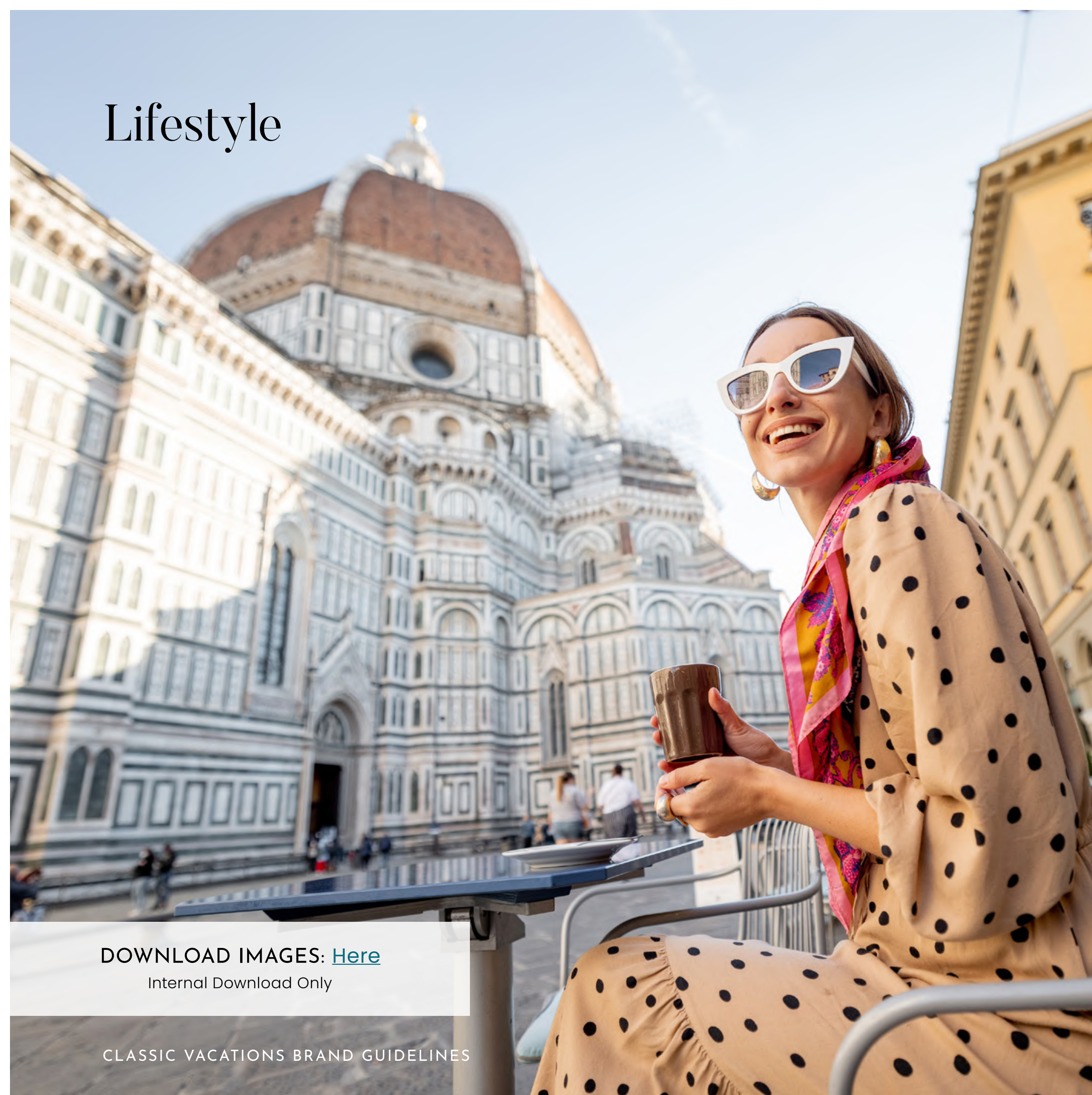


DOWNLOAD IMAGES: [Here](#)

Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES

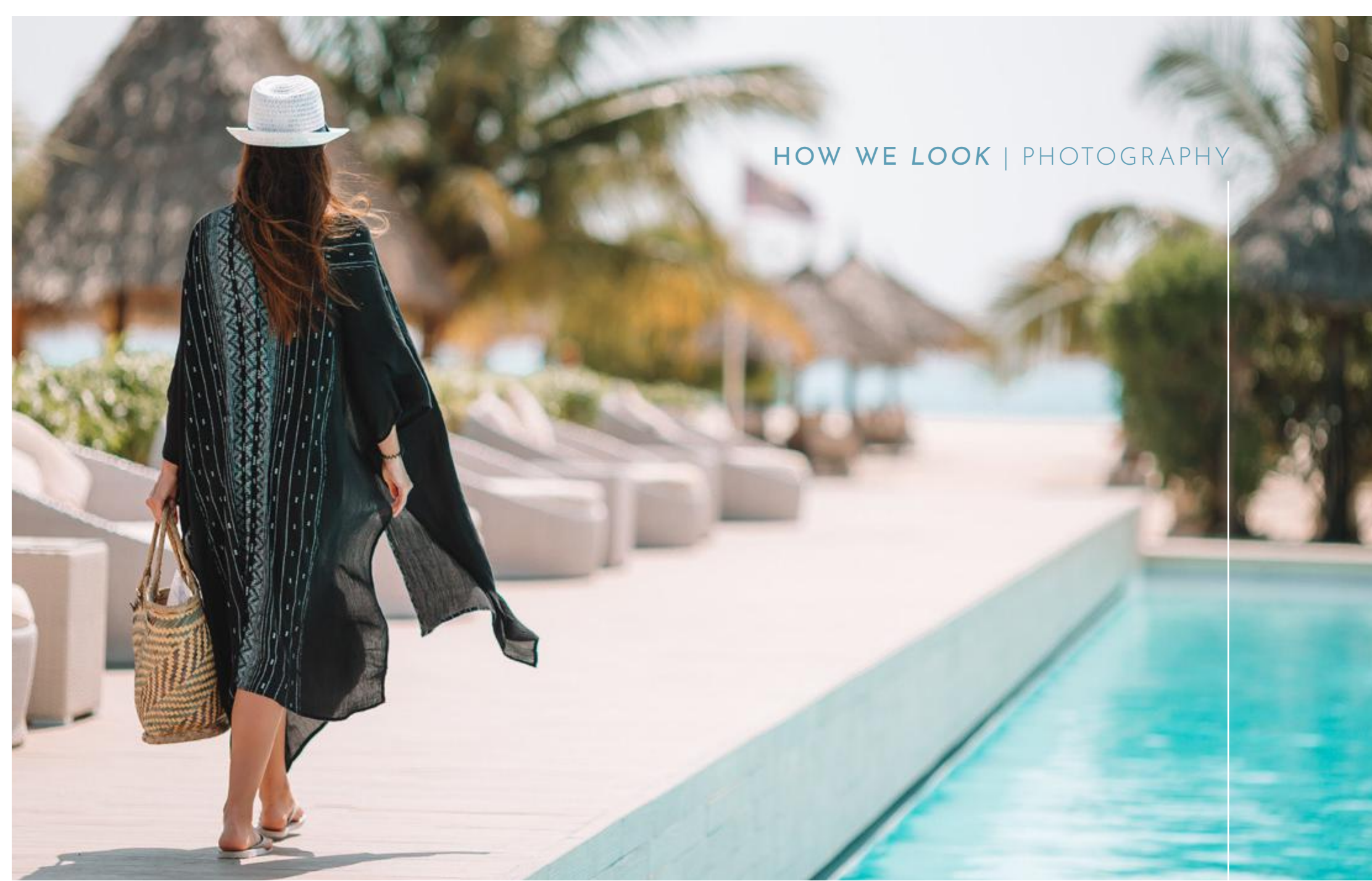
Lifestyle



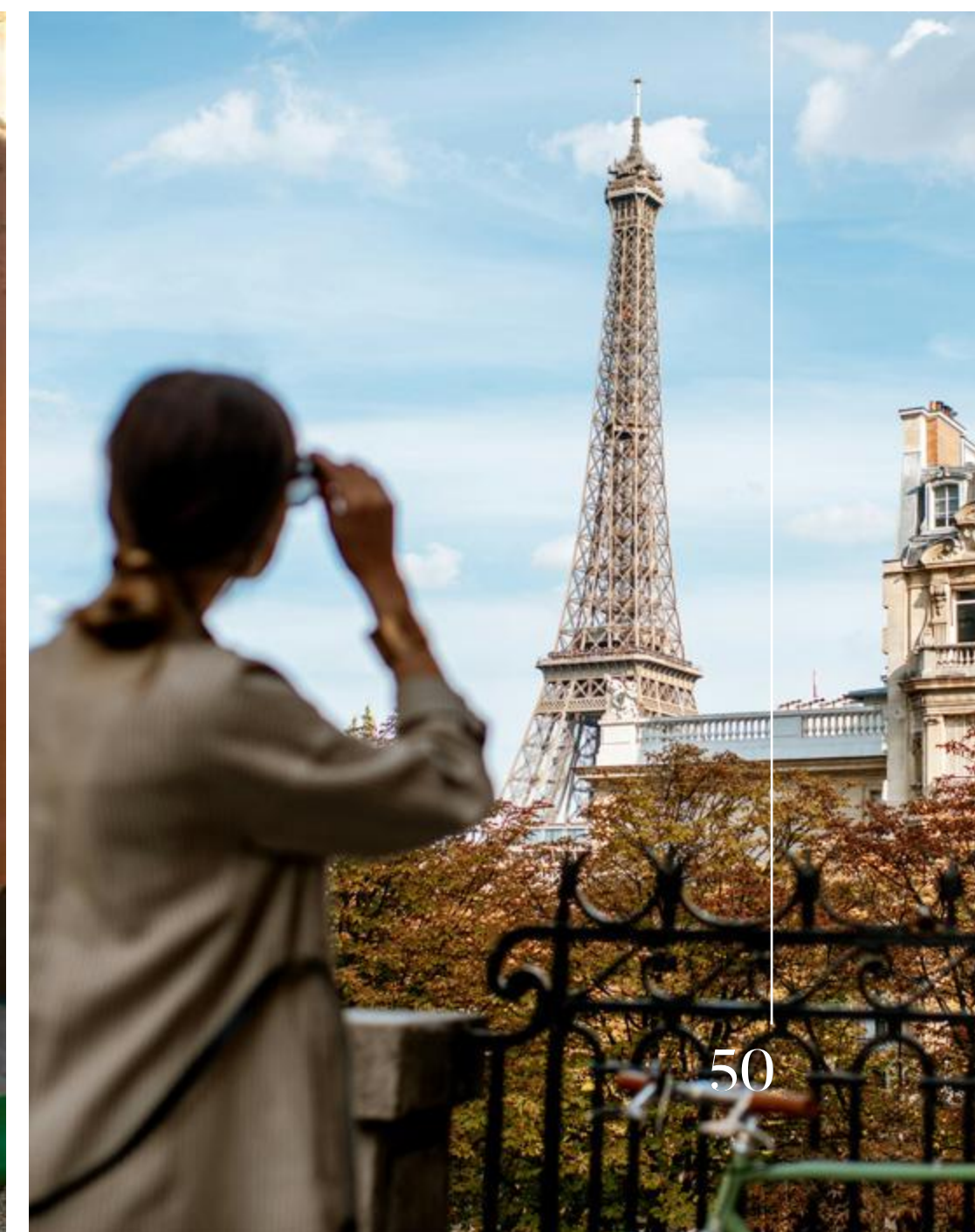
DOWNLOAD IMAGES: [Here](#)

Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES

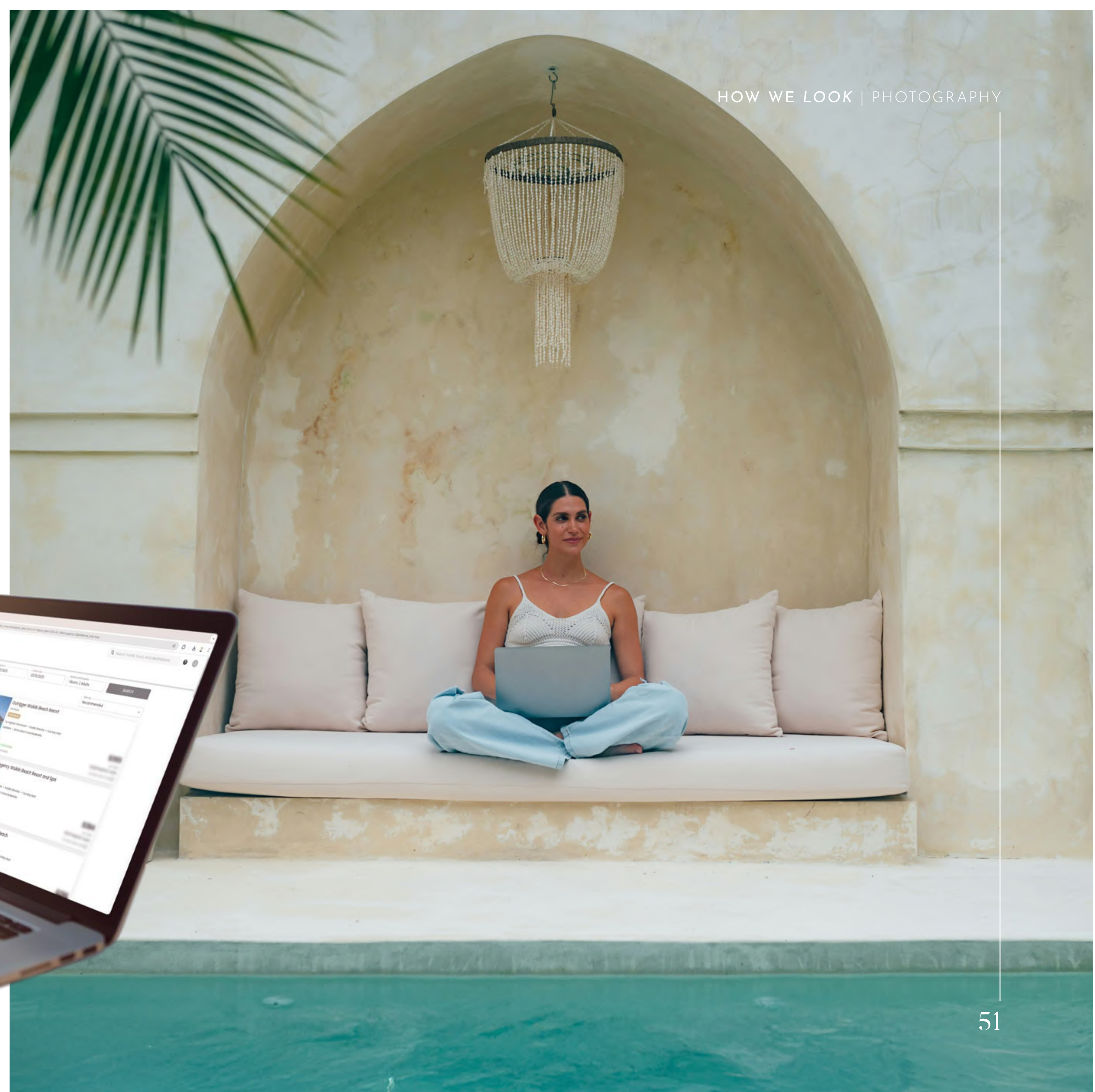


HOW WE LOOK | PHOTOGRAPHY



Lifestyle

PROFESSION



HOW WE LOOK | PHOTOGRAPHY



DOWNLOAD IMAGES: [Here](#)

Internal Download Only

Lifestyle CONNECTION



DOWNLOAD IMAGES: [Here](#)

Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES

HOW WE LOOK | PHOTOGRAPHY



Lifestyle

TOURS & ACTIVITIES

HOW WE LOOK | PHOTOGRAPHY



DOWNLOAD IMAGES: [Here](#)

Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES



Lifestyle WELLNESS



DOWNLOAD IMAGES: [Here](#)

Internal Download Only

CLASSIC VACATIONS BRAND GUIDELINES

HOW WE LOOK | PHOTOGRAPHY



Do Not Use

IMAGE STYLES TO AVOID

- ✗ **Heavily edited or over-saturated**
Filters or overly sharpened contrast.
- ✗ **Overly posed or cliché**
Forced expressions, "stock photo" energy, or anything that feels staged.
- ✗ **Generic or impersonal**
Photos that could be a default wallpaper – no sense of place, no emotion, no "real" luxury.
- ✗ **Visually chaotic**
Busy backgrounds, distracting elements, or jarring color clashes.
- ✗ **Unrealistic luxury and obviously AI**
Setups that feel too perfect to be real – for example, champagne pyramids on the beach -- are too good to be true.

IMPERSONAL

OVER-SATURATED
SEE PROPER SATURATION ON PG 43

UNREALISTIC LUXURY

CLICHÉ POSE

HOW DON'T WE LOOK | PHOTOGRAPHY

BE CAUTIOUS
WITH A.I.
GENERATION

OVERLY POSED

GENERIC
"DEFAULT WALLPAPER"

CLICHÉ POSE

GENERIC

UNREAL A.I. GENERATION

CLASSIC VACATIONS BRAND GUIDELINES

55

Artwork

Our illustration system brings a personal, handcrafted feel to the Classic Vacations brand. Each piece is custom-drawn to reflect the care, elegance, and destination storytelling that defines our experiences.

These are more than decorative flourishes, they're intentional, identity-driven design elements that elevate our materials with warmth, personality, and refinement.

Brand Heritage Symbol

The **Bird of Paradise** symbolizes Classic Vacations' roots in Hawaii and our legacy of luxury travel. Once part of our logo, it now appears selectively as a visual accent in brand materials.



Pattern

Our custom pattern is a modern interpretation of the Bird of Paradise, a nod to our tropical roots and the destinations we curate. It brings texture, personality, and heritage into designs without overwhelming.

USAGE

Backgrounds: Adds subtle dimension to event signage, stationery, or packaging

Print Materials: Elevates brochures, invitations, and specialty mailers

COLOR SCHEMES

Monochrome: One-color versions pair best with brand tones like Shore, Lush, or Pearl

Brand Color Variations: Can use two-tone pairings with colors from our palette for vibrancy

Avoid high-contrast overlays that disrupt readability

To request a pattern, please fill out the [Creative Service Request Form](#).

Illustrations

Our hand-drawn illustrations lend warmth, detail, and character to the Classic Vacations brand. Thoughtfully crafted, each graphic adds a personalized layer to our materials – elegant, expressive, and always intentional.

USAGE GUIDELINES

Placement: 1 to 3 illustrations per layout max

Tone: Choose icons that complement the message, not distract from it. These should feel hand-drawn, but not cartoonish.



To request illustrations, please fill out the [Creative Service Request Form](#).

Brand *Application*

Our brand comes to life through every touchpoint – from print pieces to digital experiences and event materials.

Consistency is key: use approved logos, colors, typography, and imagery to ensure every execution feels unmistakably Classic Vacations – refined, elevated, and intentional.



Print

Classic Vacations print materials reflect the brand's clarity, cohesion, and understated luxury in the physical world. From business cards and stationery to event signage and sales flyers, each item should follow brand standards for typography, color, and logo use.

RESOURCES

Business Card: [Request Form](#)

Letterhead: [Canva Template](#)

Notecard: [Download Files](#)

For any additional resource requests, please fill out the [Creative Service Request Form](#).

BRAND APPLICATION



ADVERTISEMENTS Designed for magazines, event programs, or premium placements, print ads create brand awareness.

Structure: Full-bleed photo with a single compelling headline, minimal copy, and a clear visual anchor.

Visuals: Hero image should evoke aspiration – natural light, warm moments, or destination allure. Avoid clutter.

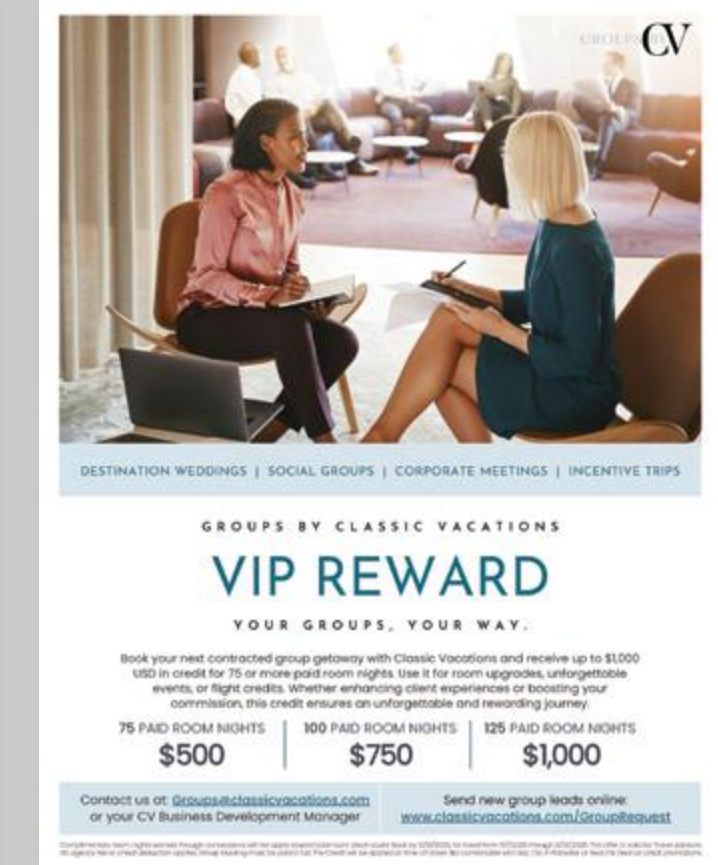
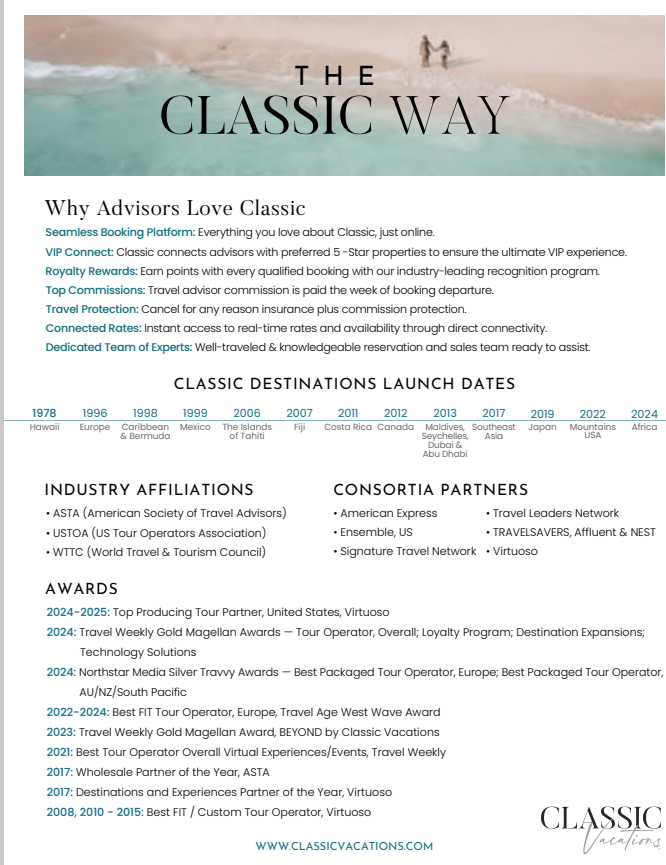
Typography: ButlerPro for main headline; Modernline (sparingly) for signature elegance. Body copy should be short and spacious in Poppins. Call To Action in Josefin Sans.

LETTERHEAD – [Canva Template](#)



NOTE CARD

BRAND APPLICATION



FLYERS – [Sales Flyers Library](#)

Sales flyers summarize key offerings in a format that's easy to print, email, or leave behind.

Structure: Single-page layout with clear hierarchy – large ButlerPro headlines, supporting text in Poppins, and bulleted value points. Includes Classic logo and direct booking links or QR codes.

Visuals: Use lifestyle, destination, or product imagery that reinforces advisor value.

Typography: ButlerPro for headline impact; Josefin Sans or Poppins for clear subheads and body.

CLASSIC VACATIONS BRAND GUIDELINES



EVENT TABLE BANNERS



EVENT SCHEDULE BADGE

BRAND APPLICATION



CLASSIC VACATIONS BRAND GUIDELINES LANYARDS



PROMOTIONAL ITEM

To request event support, please fill out the [Creative Service Request Form](#).

Digital

Classic Vacations' digital touchpoints should feel as refined, welcoming, and reliable as the service we provide. Whether it's our website, an email campaign, a social media post, or a digital banner, every asset should reflect our elevated aesthetic, brand integrity, and advisor-first mindset.

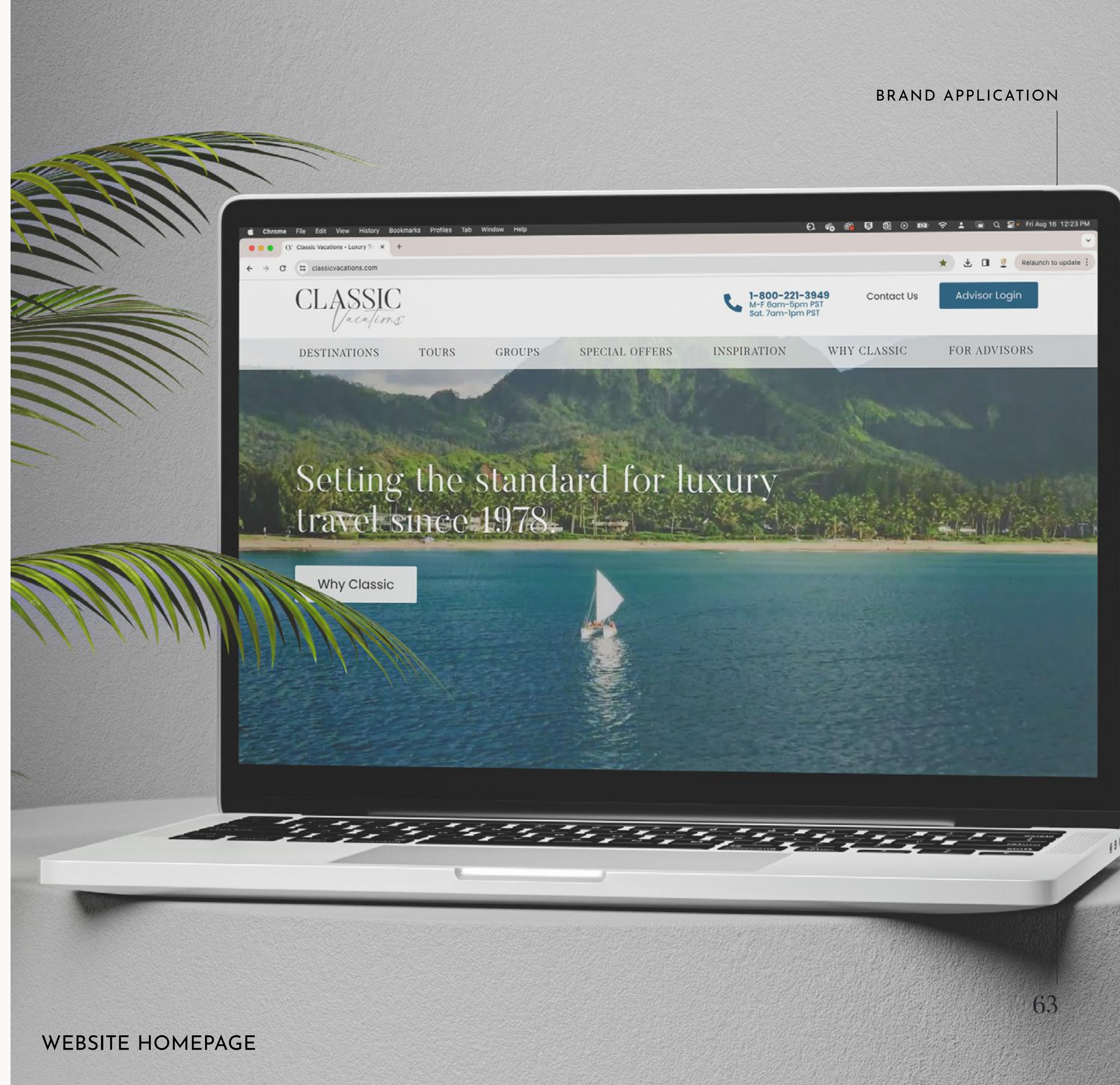
RESOURCES

Web Edits *Before* Login: [Creative Service Request Form](#)

Web Edits *After* Login: content@classicvacations.com

[Social Media Resources](#)

For any additional resource requests, please fill out the [Creative Service Request Form](#).



Now
Bookable
Online
FLIGHTS &
CAR RENTALS



BOOK NOW

CLASSIC
Vacations



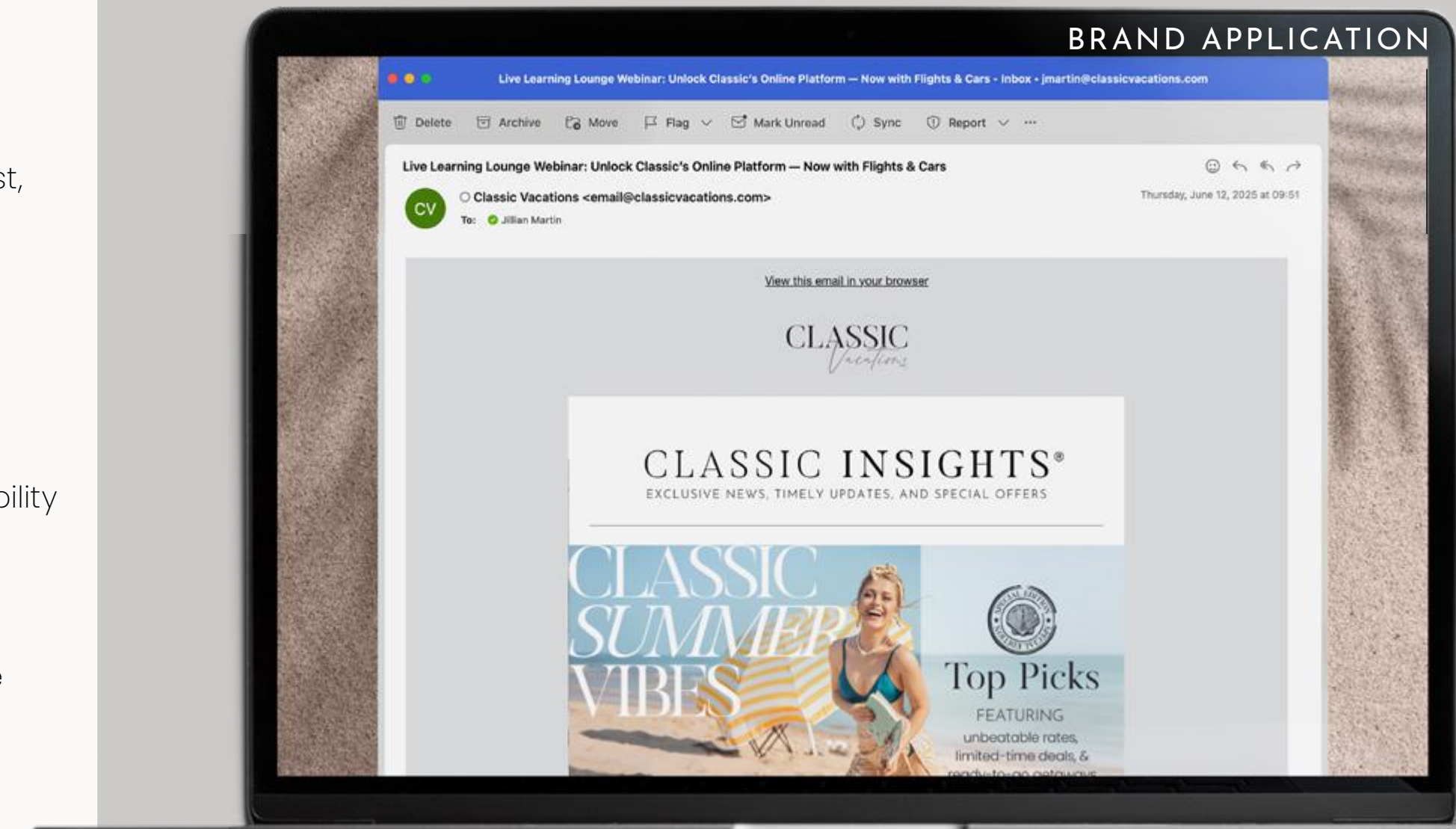
DIGITAL BANNERS

Key Elements:
Concise messaging, high contrast, branded typography.

Size Matters:
Always adhere to the safe zone around the logo.

Font Pairings:
Use ButlerPro or Josefin Sans in headline treatments, keeping legibility in mind.

Imagery:
Select one focal image, avoid overcrowding. If needing multiple images, create GIF.



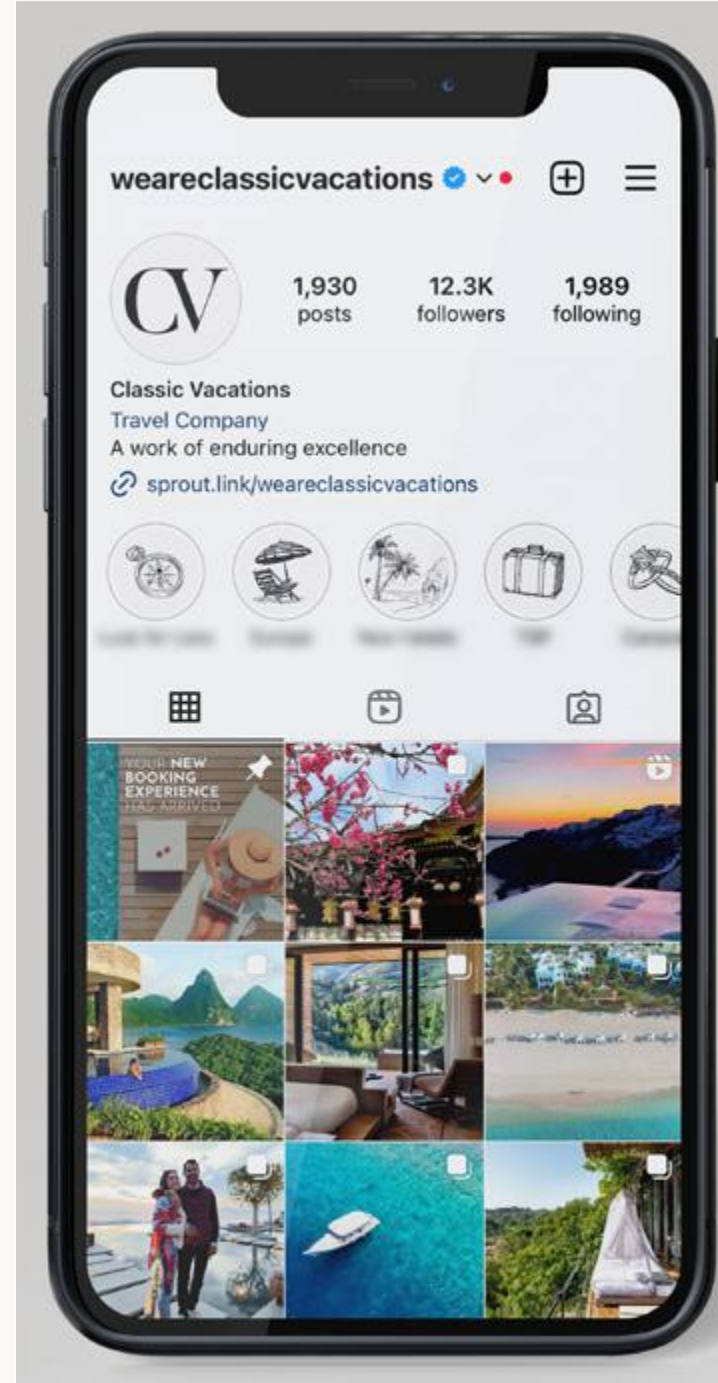
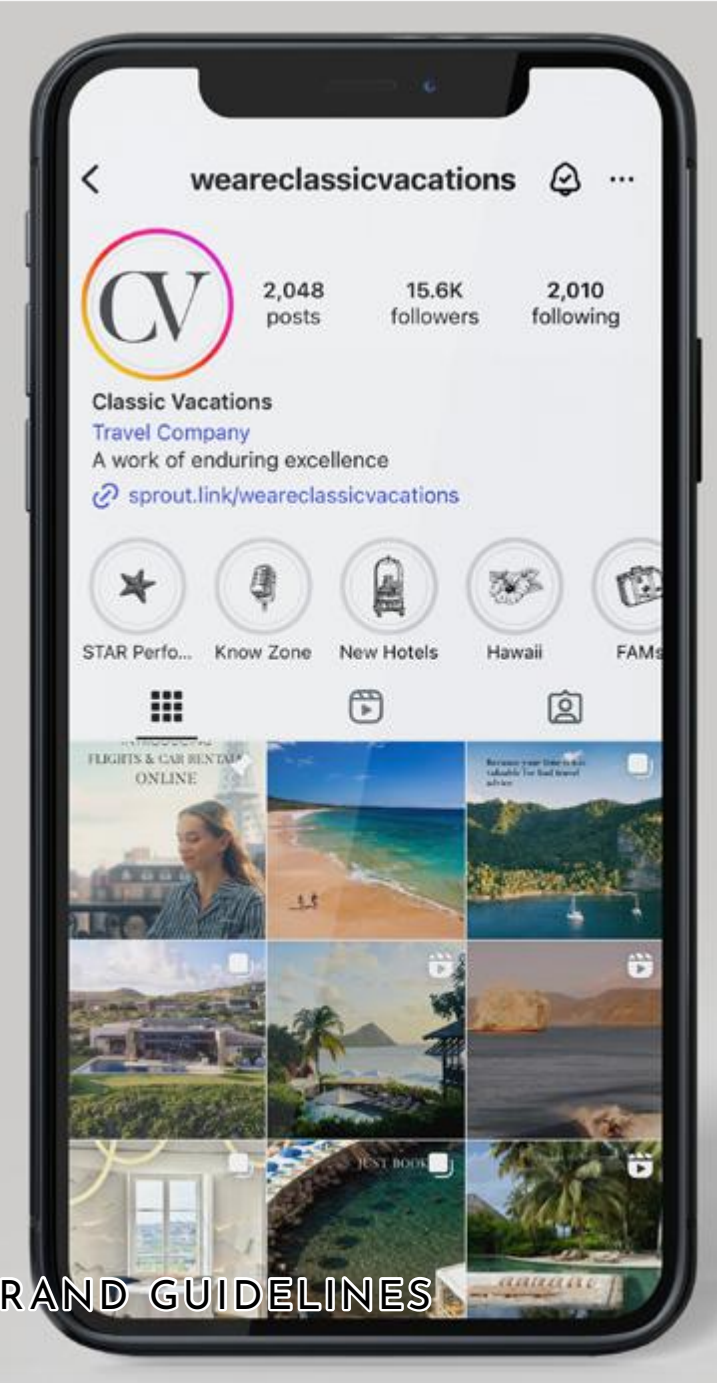
SOCIAL MEDIA

Voice:
Conversational yet composed — show personality, not slang.

Imagery:
Prioritize natural light, real travelers, and vibrant destinations. Avoid anything cliché or impersonal.

Highlight Covers:
Use signature artwork style

Design Tip:
Use the Mark logo for profile images and Pearl/Swell backgrounds for posts.



EMAIL FROM OFFICAL CLASSIC CHANNELS

Structure: Start with a compelling header (Josefin Sans or ButlerPro + image), followed by short, skimmable sections. Use CTAs with strong contrast, like Swell or Latte.

Visuals: Use lifestyle photography with real, warm moments. Avoid overly polished stock imagery. Use Signature Artwork for embellishment.

Tone: Approachable but not casual. Informative, not promotional.

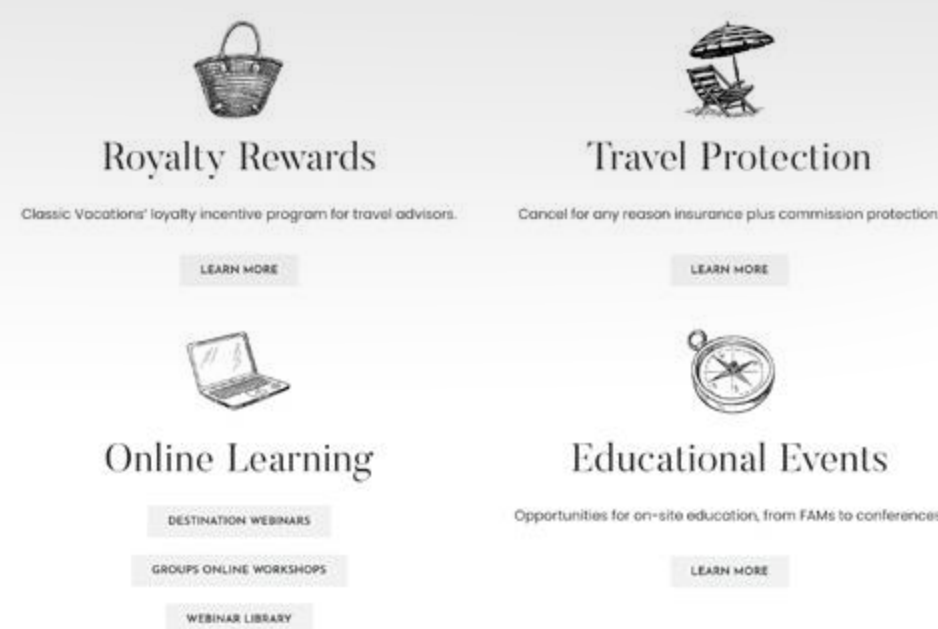
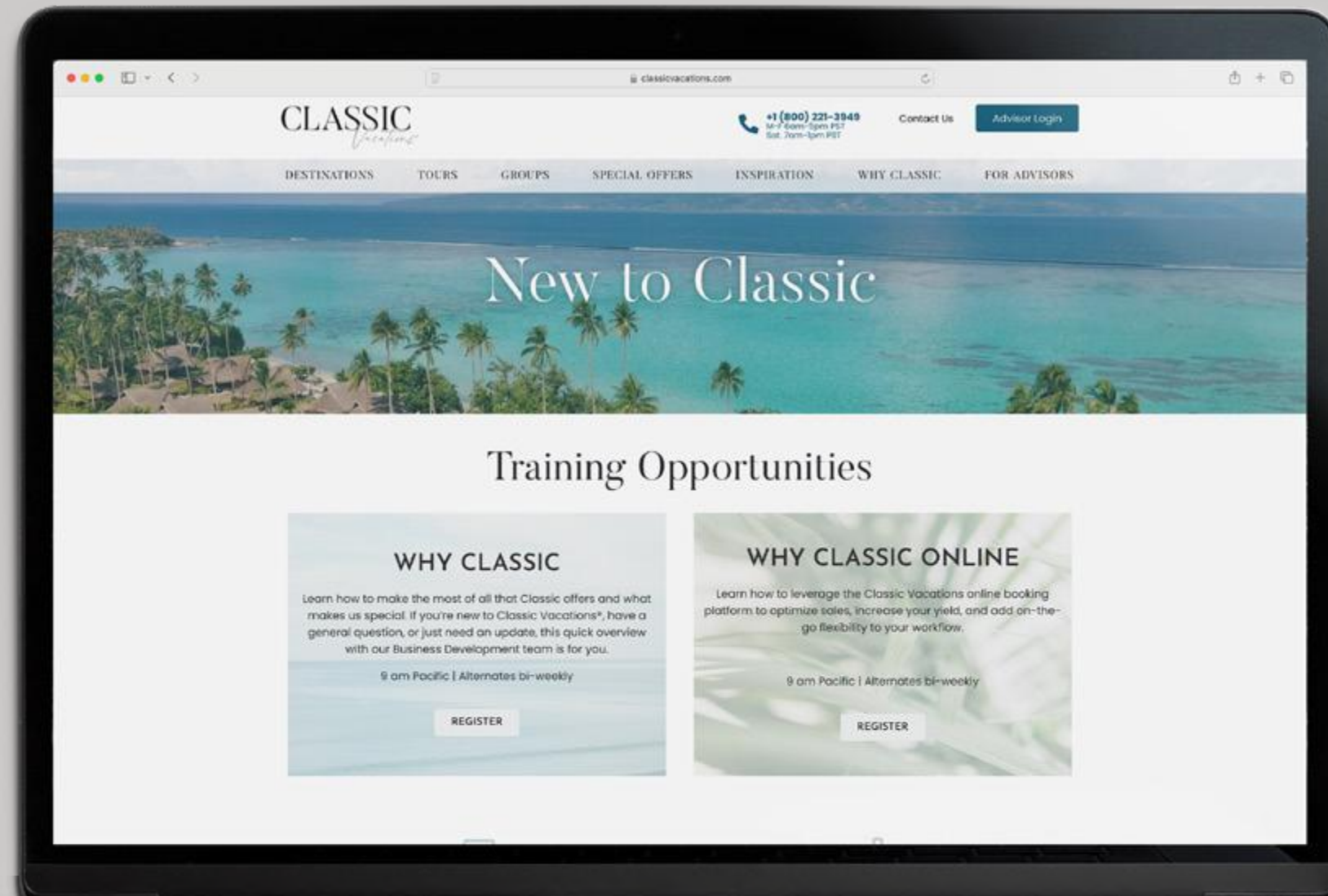
Best Practice: Include value-forward messaging up top, and always use the full brand name on first reference.

WEBSITE LANDING PAGES

Design Style: Clean, intuitive, and informative – emphasizing usability for travel advisors.

Typography: ButlerPro for hero and section headlines, Josefin Sans and Poppins for supporting content.

Visuals: Lifestyle photography with real, warm moments. Avoid overly polished stock imagery. Iconography should be in the signature artwork style whenever possible.



BRAND APPLICATION

POWERPOINT PRESENTATIONS

Templates:
Use branded templates with preset fonts and colors

Headlines:
ButlerPro or Josefin Sans

Body Text:
Poppins

Tips:
Limit text. Let visuals lead. Every slide should reinforce brand confidence and support the advisor audience.

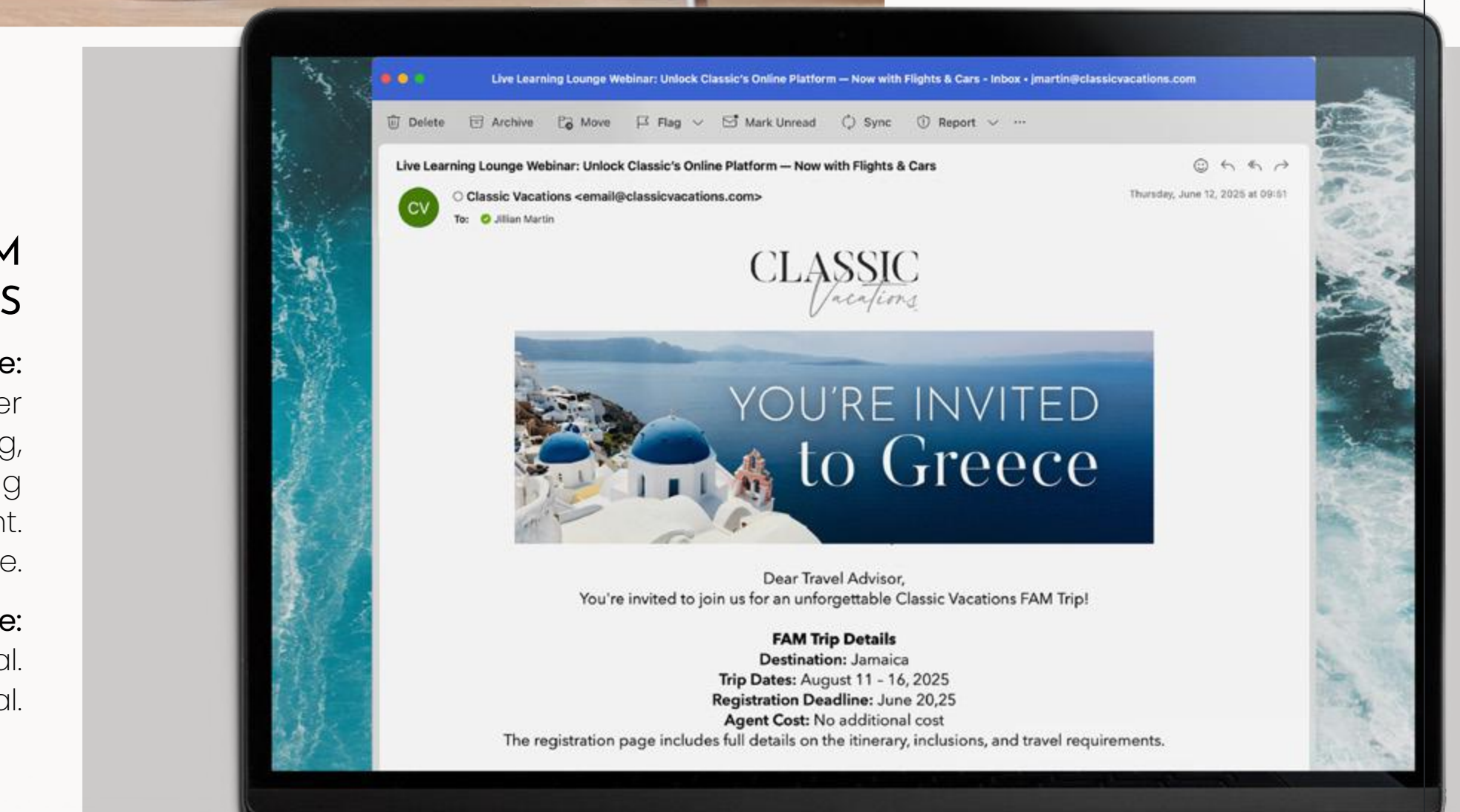
STYLED EMAILS FROM CLASSIC EMPLOYEES

Structure:

Start with a header provided by Marketing, followed by your messaging in Poppins or your system font. Close with email signature.

Tone:

Approachable but not casual. Informative, not promotional.





CLASSIC
Vacations[™]