



PUTU
TRAVELS

PUTU TRAVELS	BRAND GUIDELINE PRESENTATION	2026
--------------	------------------------------	------

Brand Story

About Putu Travels

Putu Travels is a premium travel concierge specializing in personalized travel experiences along Kenya's Coast. We create seamless journeys through private airport transfers, curated adventures, accommodation bookings, and bespoke travel planning, allowing every traveler to explore with confidence, comfort, and peace of mind.



Brand Purpose

Mission

To provide exceptional, personalized travel experiences that showcase the beauty of Kenya's Coast through professional service, local expertise, and memorable journeys.



Vision

To become Kenya's leading luxury coastal travel concierge, recognized for excellence, reliability, and unforgettable travel experiences.



Core Values

- Excellence
- Trust
- Hospitality
- Authenticity
- Comfort
- Reliability
- Adventure



Brand Personality

Putu Travels is:

- Professional
- Friendly
- Premium
- Reliable
- Sophisticated
- Adventurous
- Personalized
- Welcoming



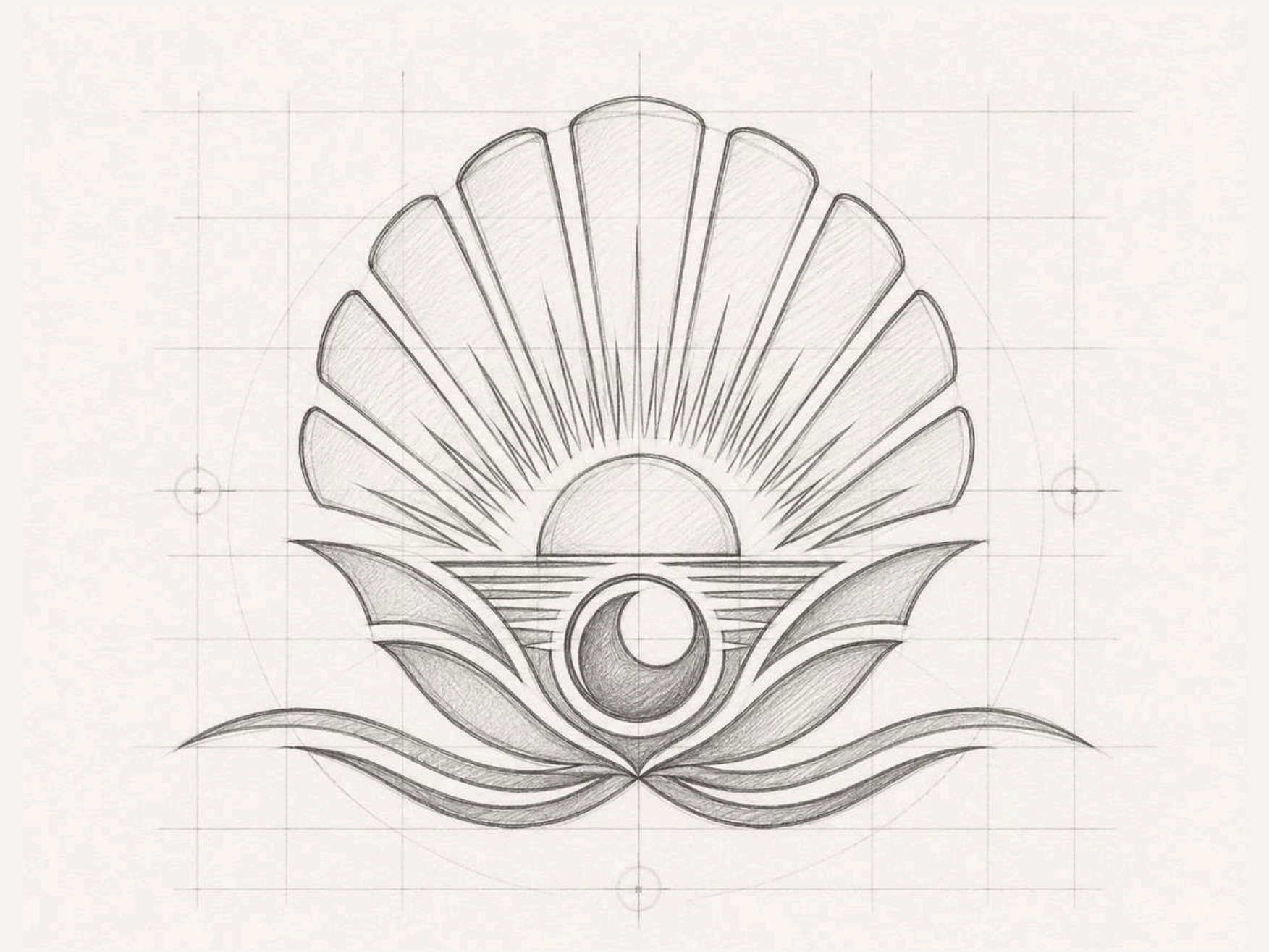
Brand Positioning

Putu Travels delivers premium coastal travel experiences by combining local expertise, personalized service, and luxury travel solutions into one seamless journey.



Logo Development Sketch

Every memorable brand begins with a thoughtful idea. Putu Travels logo was first explored through hand drawn sketches to establish balance, proportion, and symbolism before being refined into its final digital form. This creative process allowed each element to be carefully developed and aligned with the brand's identity.





Putu Travels logo is the primary visual representation of the brand and serves as the foundation of its identity. Designed to embody elegance, trust, and premium travel experiences, the logo reflects Putu Travels' commitment to delivering seamless and personalized journeys along Kenya's Coast.

Logo Meaning

Putu Travels logo symbolizes movement, exploration, and exceptional hospitality. Its refined typography conveys confidence and luxury, while the clean, minimalist design reflects the effortless travel experiences the brand promises to every client.

The identity is inspired by the beauty, serenity, and adventure of Kenya's coastal destinations, representing journeys that are thoughtfully planned, professionally managed, and filled with unforgettable memories.



Logo Symbolism

The Putu Travels symbol is inspired by the beauty and character of Kenya's coastline. Rather than relying on a single icon, it combines several meaningful elements into one cohesive mark that represents exploration, hospitality, and memorable travel experiences.

Every element has been carefully designed to reflect the brand's promise of creating seamless journeys while celebrating the natural beauty of the coast.

Pearl + Horizon + Rising Sun + Sun Rays+ Ocean Waves+ Coastal Form

Pearl

At the heart of the symbol is a pearl, representing rare experiences, lasting memories, and the exceptional value every traveler receives. Just as a pearl is a treasured gem formed over time, every journey with Putu Travels is thoughtfully curated to become something truly memorable.

Horizon

The horizontal lines represent the horizon, where the ocean meets the sky. They symbolize new beginnings, endless possibilities, and the excitement that comes with every journey. The horizon also reflects the freedom to explore beyond the familiar.

Rising Sun

The rising sun represents new adventures, hope, and fresh beginnings. Every journey starts with a new day, and the sun reflects the optimism, warmth, and energy that define the Putu Travels experience.

Sun Rays

The expanding rays symbolize opportunity, discovery, and the wide range of experiences available along Kenya's coast. They express the spirit of exploration while emphasizing the positive and welcoming nature of the brand.

Ocean Waves

The flowing curves at the base of the symbol represent the Indian Ocean and the beautiful coastline that inspires the brand. The waves convey movement, relaxation, and the calm, effortless travel experiences that Putu Travels provides.

Coastal Form

The surrounding shapes draw inspiration from the natural flow of coastal landscapes and ocean waves. Their balanced form creates a sense of protection and hospitality, reflecting the care and attention given to every traveler from arrival to departure.

Unified Symbol

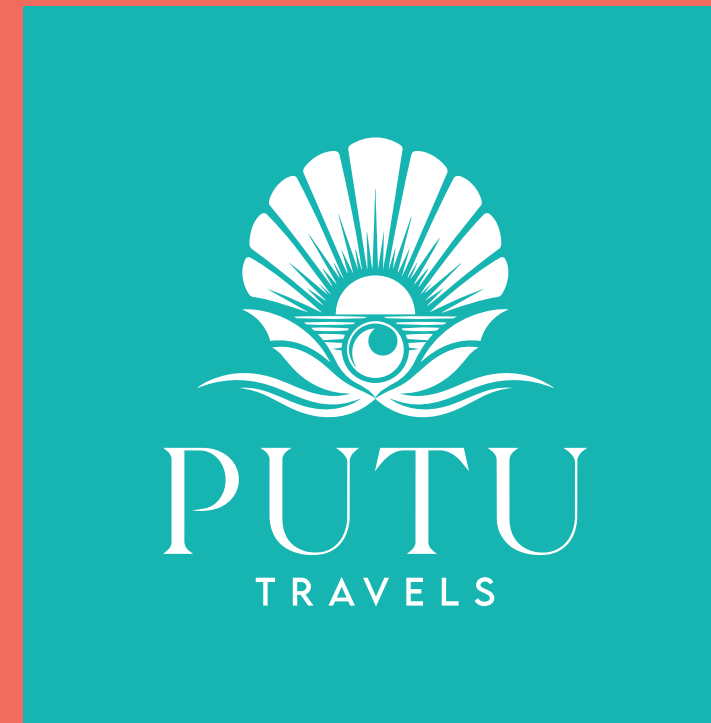
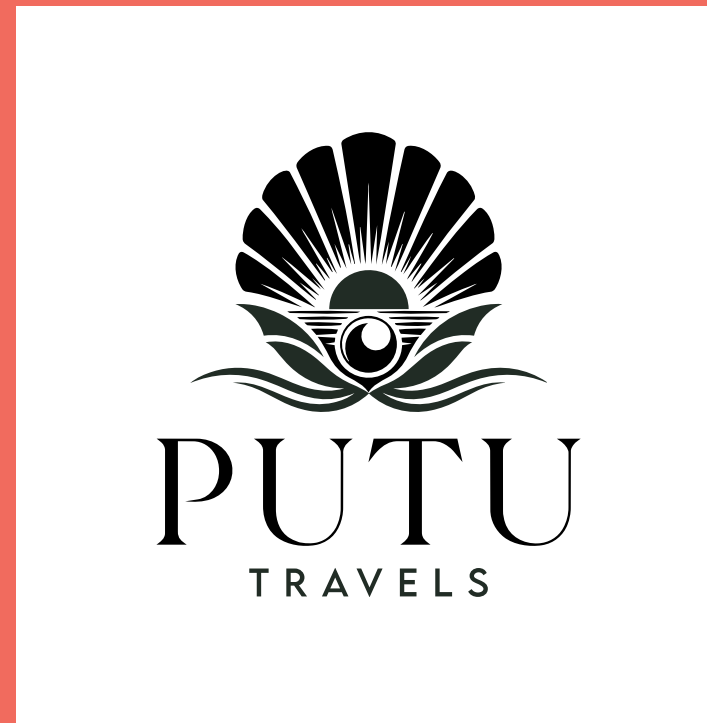
Together, these elements form a single, balanced symbol that represents the complete Putu Travels experience—from the first sunrise over the coast to the unforgettable memories created along the journey. It is a visual expression of exploration, comfort, trusted service, and the unique beauty of Kenya's coastal destinations.

What the Symbol Represents

- Exceptional Travel Experiences
- Kenya's Coastal Beauty
- New Beginnings
- Exploration & Discovery
- Hospitality & Care
- Relaxation & Comfort
- Trust & Reliability
- Lasting Memories



Primary Logo



The primary logo is the principal identifier of Putu Travels and should be used whenever possible. It combines the symbol and wordmark to create the strongest representation of the brand. This version should appear on all major communications, including marketing materials, digital platforms, signage, stationery, and promotional merchandise.

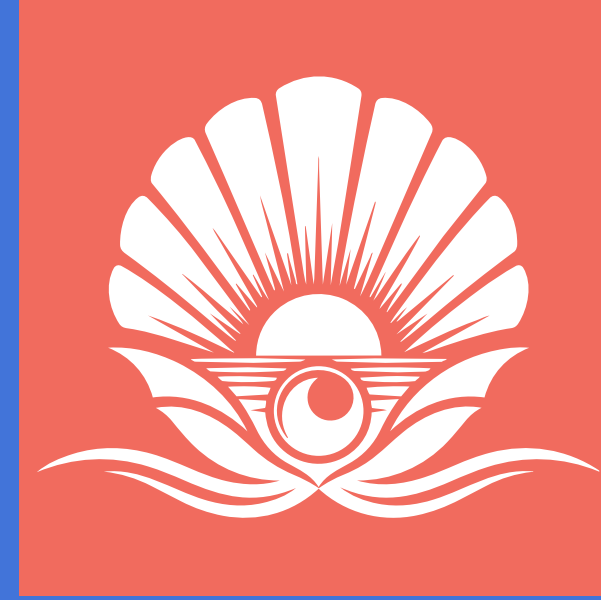
Secondary Logo

The Secondary Logo is an alternative version of the Putu Travels identity designed for applications where the primary stacked logo cannot be used due to space or layout constraints. While it maintains the brand's visual integrity, it offers greater flexibility across digital and print environments. The secondary logo features the brand symbol positioned to the left of the wordmark, creating a clean horizontal composition that is ideal for wide-format applications. It preserves all key brand elements while improving readability in narrow or horizontal spaces. This version should be used only when the primary logo is not practical, ensuring a consistent and recognizable brand presence across all touchpoints.

The secondary logo is best suited for:

- Website headers and navigation bars
- Social media cover images
- Email signatures
- Letterheads and official documents
- Presentation templates

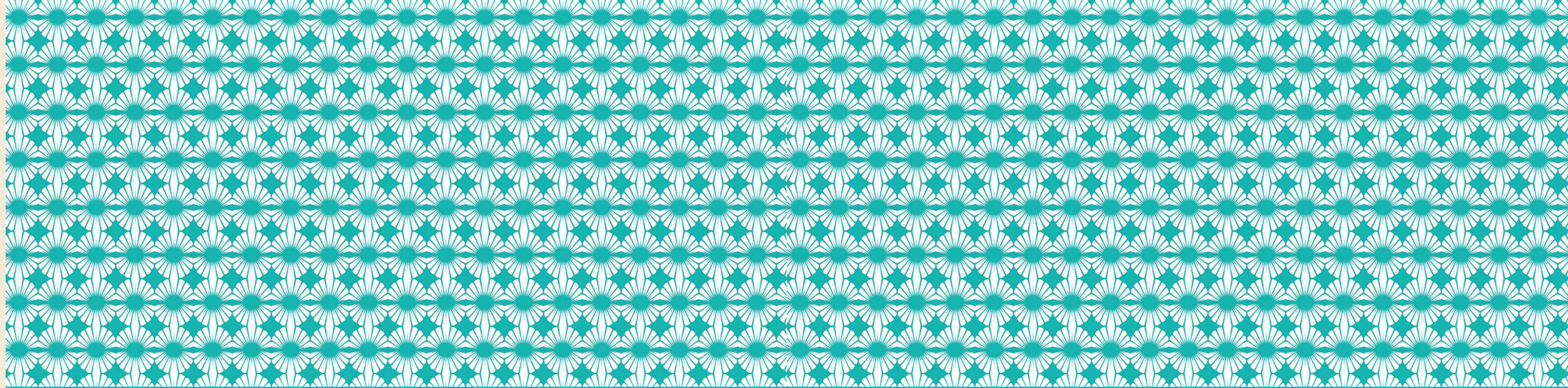




Logo Usage

Putu Travels logo is the brand's most valuable visual asset and should always be presented with consistency and care. Correct logo usage strengthens brand recognition, communicates professionalism, and ensures a unified visual identity across all platforms. The primary logo should be the first choice for all brand communications. The secondary logo and approved logo variations may only be used where the primary logo is unsuitable due to space, layout, or production requirements.

To maintain the integrity of the Putu Travels identity, always use the official logo files provided by the brand. Do not recreate, redraw, or modify the logo in any way.



Supportive Visual

The Putu Travels supportive visual patterns are inspired by the natural elements found within the brand logo. These patterns strengthen the brand identity by adding depth, texture, and visual consistency across print and digital applications while allowing the logo to remain the primary focus. The patterns should be used subtly to complement layouts rather than dominate them. They are designed to evoke the calm, elegance, and beauty of Kenya's coastline, creating a cohesive visual language that is instantly recognizable.

Color Palette

Putu Travels colour palette is inspired by the natural beauty of Kenya's coastline. Each colour has been carefully selected to reflect the brand's personality while reinforcing its promise of premium travel experiences, warm hospitality, and unforgettable coastal adventures. Together, these colours create a balanced identity that feels vibrant, trustworthy, elegant, and welcoming across both digital and print applications.

**PUTU
Coral
Sunset**

**PUTU
Coastal
Teal**

**PUTU
Coastal
Orange**

**PUTU
Cocoa
Brown**

**PUTU
White**

**PUTU
Black**

**PUTU
Sand
Beige**

**PUTU
Grayscale**

Primary Brand Colours

Coral Sunset

HEX: #F16B5E

RGB: 241, 107, 94

CMYK: 0, 56, 61, 5



Meaning

Coral Sunset represents warmth, hospitality, passion, and memorable experiences. Inspired by the breathtaking sunsets along Kenya's coastline, it brings energy and optimism to the brand while creating an inviting and premium feel.

Coastal Teal

HEX: #17B5B1

RGB: 23, 181, 177

CMYK: 87, 0, 2, 29



Meaning

Coastal Teal symbolizes the Indian Ocean, tranquility, trust, and seamless travel experiences. It reflects the calmness of coastal waters while reinforcing Putu Travels' commitment to reliability and personalized service.

Ocean Blue

HEX: #4274D9

RGB: 66, 116, 217

CMYK: 70, 47, 0, 15



Meaning

Ocean Blue conveys confidence, professionalism, and dependability. It strengthens the brand's credibility while representing exploration, open horizons, and limitless travel opportunities.

Secondary Brand Colours

Coastal Orange

HEX: #E76F2E

RGB: 231, 111, 46

CMYK: 0, 52, 80, 9



Meaning

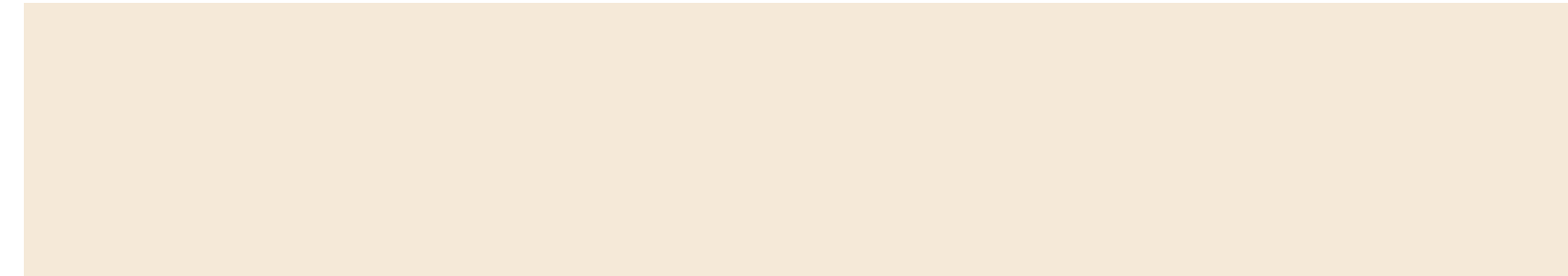
Coastal Orange adds vibrancy and excitement to the visual identity. It is inspired by the warmth of the coastal sun and is best used for highlights, promotional campaigns, and calls to action.

Sand Beige

HEX: #F5E9D8

RGB: 245, 233, 216

CMYK: 0, 5, 12, 4



Meaning

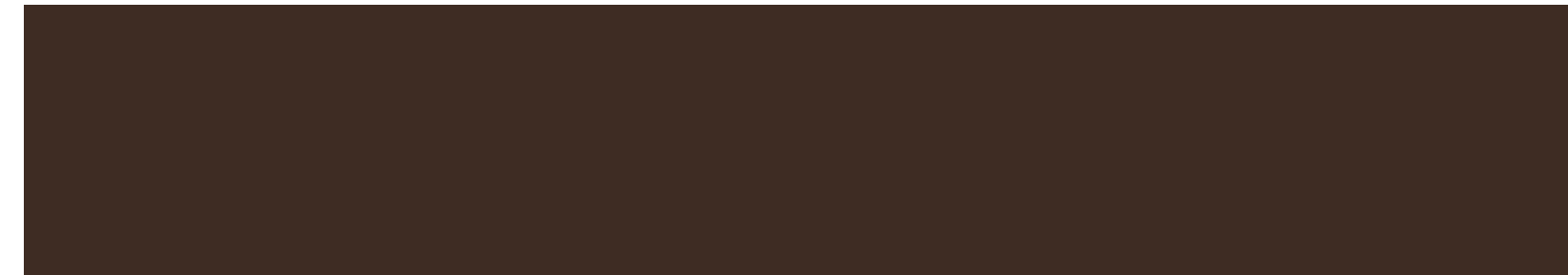
Sand Beige reflects the soft sandy beaches of Kenya's coast. It introduces warmth and balance while providing a clean, elegant background that enhances readability and allows imagery to stand out.

Cocoa Brown

HEX: #3E2C23

RGB: 62, 44, 35

CMYK: 0, 29, 44, 76



Meaning

Cocoa Brown represents strength, authenticity, and the rich natural heritage of Kenya. It adds depth and sophistication to the palette and is ideal for supporting text, premium accents, and earthy brand applications.

Colour Usage

Primary Colours

Use the primary palette for the logo, headlines, buttons, icons, and key brand elements to maintain a strong and recognizable identity.

Secondary Colours

Use the secondary palette to support layouts, create visual hierarchy, add warmth, and enhance promotional materials without overpowering the primary brand colours.



Typography

Typography is a fundamental element of the Putu Travels visual identity. The carefully selected typefaces create a balance between elegance, modernity, and readability while reinforcing the brand's premium and welcoming personality. Consistent use of the approved typography ensures a cohesive appearance across all brand communications.

PUTU
TRAVELS

Typography

**Typeface: Ibarra Real Nova
(Customized)**

PUTU wordmark is crafted from the Ibarra Real Nova typeface and has been carefully customized to create a unique and exclusive brand identity. Individual letterforms have been refined through creative modifications, resulting in a bespoke wordmark that is distinctive to Putu Travels. These customizations preserve the elegance of the original typeface while giving the logo a timeless, sophisticated, and premium appearance that reflects the brand's personality.

PUTU

Aa

*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*

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

0 1 2 3 4 5 6 7 8 9

Ibarra Real Nova

Typography

Typeface: Lemon

The Travels wordmark is set in the Lemon typeface, selected for its clean, contemporary, and approachable character. Its flowing style complements the customized "PUTU" wordmark, creating visual balance while reinforcing the brand's welcoming and travel-focused identity.

T R A V E L S

A d

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

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

0 1 2 3 4 5 6 7 8 9

Supporting Typeface

Typeface: Poppins

Poppins is the official supporting typeface for all Putu Travels communications. Its modern geometric design offers excellent readability and versatility, making it suitable for both print and digital applications.

Recommended Uses

- Headings
- Sub-headings
- Body Text
- Captions
- Marketing Materials
- Website Content
- Social Media Graphics
- Presentations
- Stationery

Photography Style

Photography plays a key role in expressing the Putu Travels experience. Every image should inspire confidence, evoke the beauty of Kenya's coastline, and reflect the premium, personalized service offered by the brand. Visuals should feel authentic, aspirational, and immersive, allowing viewers to imagine themselves enjoying every journey.

Photography Guidelines

- Use natural lighting whenever possible.
- Showcase real experiences rather than staged moments.
- Highlight Kenya's coastal landscapes, beaches, and luxury destinations.
- Feature premium vehicles, resorts, and curated travel experiences.
- Maintain warm, vibrant colours with balanced contrast.
- Keep compositions clean with minimal distractions.
- Focus on genuine emotions and memorable travel moments.



Imagery



Iconography

Icons should complement the visual identity without overpowering the design. They should be simple, modern, and easily recognizable while maintaining visual consistency across digital and print applications.

Icons should use rounded line styles with medium stroke weights and be applied consistently throughout all communication materials.



Brand Voice

Tone of Voice

Putu Travels communicates with warmth, confidence, and professionalism. Every message should make travelers feel welcomed, cared for, and excited about their journey.

The brand voice should be:

- Friendly
- Professional
- Trustworthy
- Personalized
- Elegant
- Inspiring
- Knowledgeable

Avoid overly promotional or exaggerated language. Communication should always feel genuine, informative, and customer-focused.

Logo Usage Guidelines

Correct Usage (Do's)

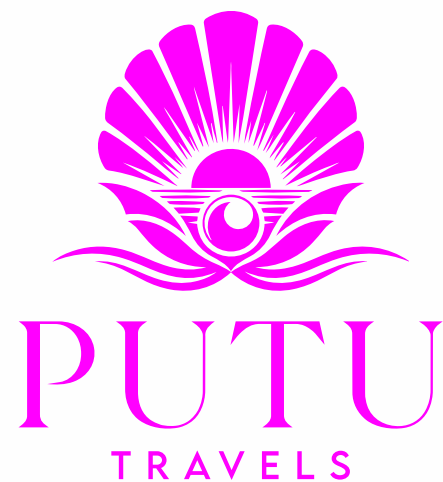
Putu Travels logo should always be presented consistently to maintain a strong and recognizable brand identity.

- ✓ Use the official logo artwork only.
- ✓ Maintain the original proportions of the logo.
- ✓ Leave sufficient clear space around the logo.
- ✓ Use approved brand colours.
- ✓ Place the logo on clean, uncluttered backgrounds.
- ✓ Use high-resolution or vector files for print and digital applications.
- ✓ Ensure the logo remains clear and legible at all sizes.
- ✓ Use the appropriate logo variation for light, dark, or photographic backgrounds.

Incorrect Usage (Don'ts)

To protect the integrity of the Putu Travels identity, never alter the logo in any way.

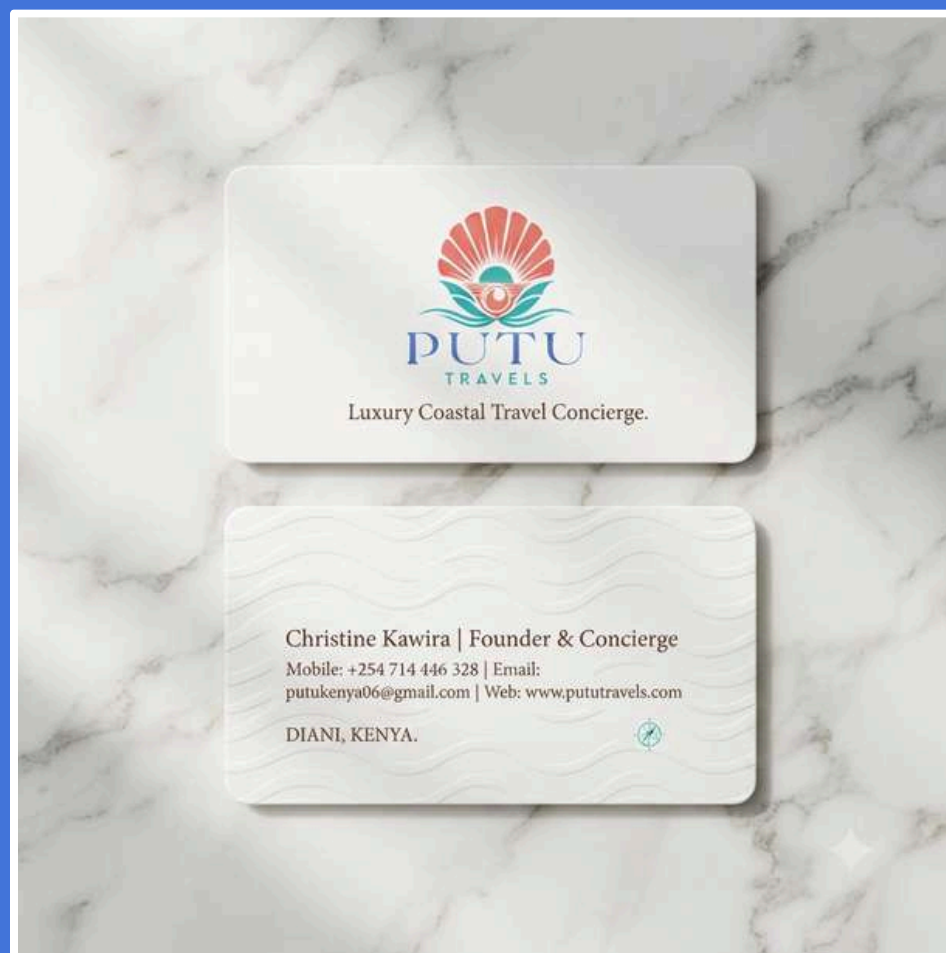
- ✗ Do not stretch or compress the logo.
- ✗ Do not rotate or tilt the logo.
- ✗ Do not change the official colours.
- ✗ Do not add drop shadows, outlines, or visual effects.
- ✗ Do not distort or redraw any part of the logo.
- ✗ Do not place the logo on busy backgrounds that reduce visibility.
- ✗ Do not crop or separate the symbol from the wordmark unless using an approved logo variation.
- ✗ Do not place the logo inside shapes or containers that alter its appearance.
- ✗ Do not use low-resolution or pixelated versions.
- ✗ Do not modify the typography or replace the brand fonts.



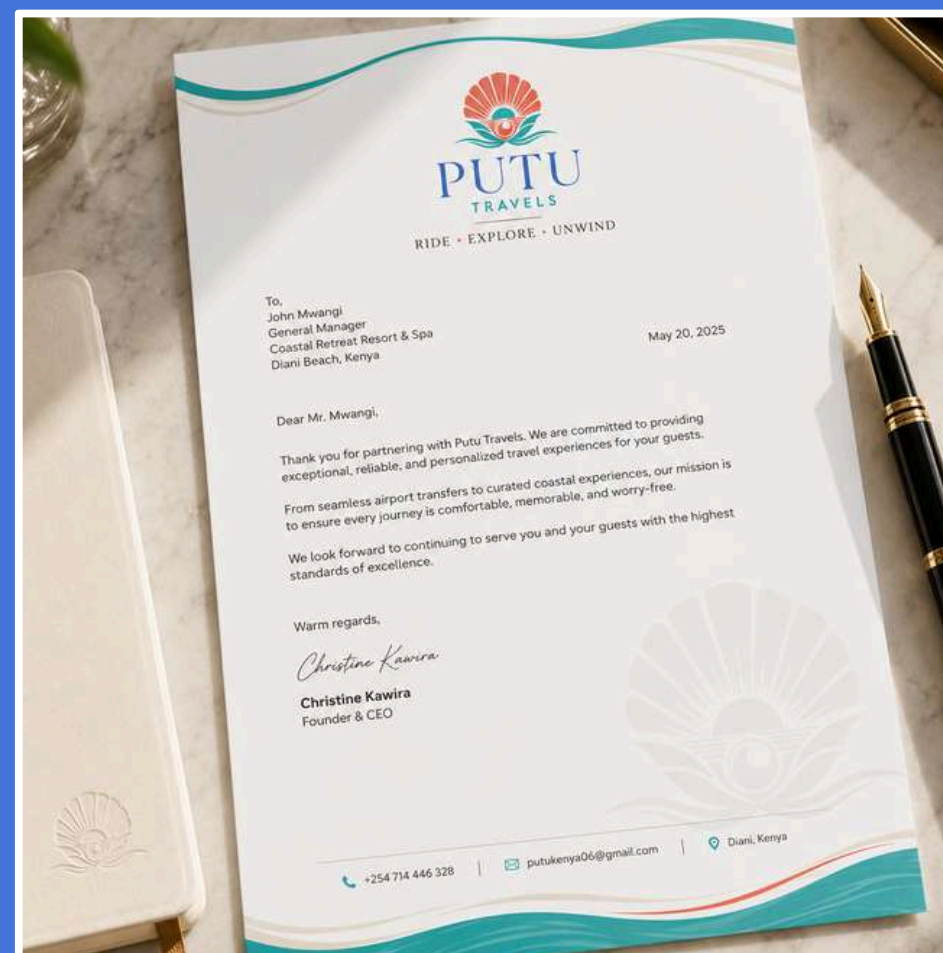
Brand Applications

Putu Travels identity has been designed to remain consistent across every customer touchpoint. Whether experienced online, in print, on vehicles, or through branded merchandise, every application should reinforce the company's commitment to professionalism, luxury, and exceptional customer service.

Business Card



Letterhead



Envelope





PUTU TRAVELS

RIDE • EXPLORE • UNWIND

Your Journey. Our Passion.

CURATED JOURNEYS.
EXTRAORDINARY MEMORIES.



DIANI BEACH



LAMU ISLAND



WATAMU



TSAVO NATIONAL PARK



SUNSET DHOW CRUISE



MARINE ADVENTURE





Luxury Coastal Travel, *Curated* *Just for You.*

EXPERIENCE KENYA'S COAST
IN STYLE & COMFORT



OUR SERVICES



PREMIUM TRANSFERS

Airport & hotel transfers
in luxury vehicles.



TAILOR-MADE ITINERARIES

Personalized trips
designed around you.



BEACH & COAST GETAWAYS

Curated coastal escapes
& island experiences.



TOURS & EXPERIENCES

Discover iconic sights
and hidden gems.



ACCOMMODATION CONCIERGE

Handpicked stays
that exceed expectations.



VIP SERVICE

Discreet, reliable
service with attention
to every detail.



AUTHENTICALLY KENYAN



DIANI BEACH, KENYA
Your Journey. Our Promise.



WWW.PUTUTRAVELS.COM



FOR BOOKINGS & RESERVATIONS

+254 714 446 328



PUTU TRAVELS

Email Us: putukenya06@gmail.com







PUTU
TRAVELS

RIDE • EXPLORE • UNWIND



PUTU
TRAVELS

KENYA
COAST



PUTU
TRAVELS

RIDE • EXPLORE • UNWIND

Your Journey.
Our Promise.

+254 714 446 328

putukenya06@gmail.com

Diani, Kenya

AWAY



ECONOMY CLASS



FROM
NBO
NAIROBI

TO
MBA
MOMBASA

FLIGHT
KQ 543

SEAT
12A

DATE
24 MAY 2025

KARIBU KENYA

DIANI BEACH


PUTU
TRAVELS
RIDE • EXPLORE • UNWIND

PASSPORT



ADVENTURE
AWAITS





[HOME](#)[ABOUT US](#)[EXPERIENCES](#)[SERVICES](#)[DESTINATIONS](#)[FLEET](#)[CONTACT](#)[BOOK YOUR JOURNEY](#)

Extraordinary Journeys. *Unforgettable Memories.*

Luxury travel experiences along Kenya's coast
and beyond. Curated just for you.

[PLAN YOUR ESCAPE →](#)[WATCH VIDEO](#)

Our Concierge Services



Thank You
FOR VIEWING