



# BeachEverywhere Brand Guidelines

## 1. Brand Overview

BeachEverywhere.com is a modern beach discovery and travel-planning platform with a clean, friendly, and trustworthy identity.

## 2. Logo Usage

The BeachEverywhere logo represents clarity, reliability, and a global beach experience. Use only approved versions provided in the media kit.

## 3. Color Palette

Ocean Blue	#0077b6
Tropical Aqua	#00b4d8
Deep Sea Navy	#073649
Soft Sand	#f5fbff

## 4. Typography

Primary Font: Inter  
Secondary Font: System UI  
Weights: 400, 500, 600, 700

## **5. Brand Voice & Tone**

BeachEverywhere communicates with clarity, friendliness, and traveler-focused helpfulness. Tone is warm, direct, and trustworthy.

## **6. Approved Image Style**

Preferred images are bright, coastal, inviting, and clean. Avoid heavy filters, dark scenes, or cluttered visuals.

## **7. Contact**

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