



Every relationship. Every journey. One operating system.

———— BUILT & POWERED BY AEGIS OS™ ————

Direction for every relationship.

A single integrated identity. Ready for a consistent rollout.

APPROVED BY FELIPE SOARES

TRAVEL [COMPASS OS] CRM™

No icon before Travel. No duplicate OS.

Built around the relationship.

Travel OS CRM™ is the OdysseySoul travel-business relationship and growth operating-system brand, built and powered by AEGIS OS™. Its identity balances the human warmth of travel with the clarity of an organized business.

THE PRIMARY LINE

Every relationship.
Every journey.
One operating system.

The compass suggests direction. The waves suggest movement.

The integrated OS makes the name the identity, not a label beside an icon.

Brand character

Premium, intelligent and warm. Coastal without becoming a vacation brochure. Ambitious without promising a result.

Brand relationship

Travel OS CRM™ is the product identity.

OdysseySoul Travel is the intended team context.

AEGIS OS™ is the technology endorsement.

One wordmark. Nothing in front.



Every relationship. Every journey. One operating system.

— BUILT & POWERED BY AEGIS OS™ —

TRAVEL + INTEGRATED COMPASS-AND-WAVE OS + CRM™

The OS emblem replaces the middle letters. It is never repeated before "Travel," above the primary wordmark, or as a second adjacent symbol.

Keep the primary tagline and the "BUILT & POWERED BY AEGIS OS™" endorsement intact.

Choose the right lockup, not a new logo.



PRIMARY LOCKUP

Default for covers, one-sheets and large placements. Working minimum: 600 px wide on screen or 4 in in print. Check small supporting text at actual size.



COMPACT WORDMARK · Use where supporting lines become too small.

Clear space

Let H equal the central OS height, including the wave. Keep at least H/4 clear around the entire mark. The supplied crops still need this external margin.

Small spaces

Use the compact wordmark at 220 px or wider. The extracted central monogram is reserved for app tiles, favicons and avatars, not as a leading icon. Do not shrink the complete lockup into a tiny circle.

Ocean depth. Gold restraint.



Midnight Ocean #0B2D45

Primary text / foundation



Atlantic Blue #0E5E7A

Ocean depth / accents



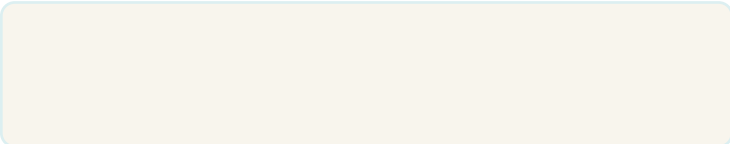
Caribbean Teal #0F9BA8

Selective emphasis



Champagne Gold #D4AF7C

Premium detail / rules



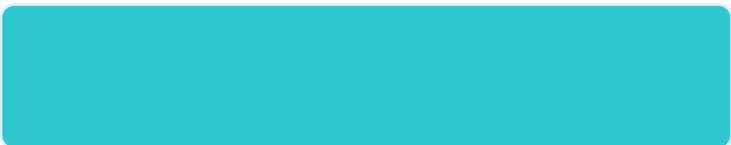
Warm Ivory #F8F5ED

Editorial backgrounds



White #FFFFFF

Logo field / clarity



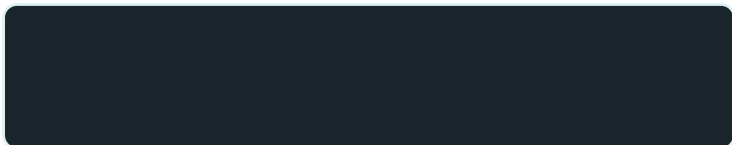
Aqua #2FC8D0

Small digital accents



Ocean Mist #DCEFF1

Quiet panels / borders



Charcoal #1B252C

Long-form text

These are production tokens for layouts and interfaces. Preserve the raster master's existing blue gradients and gold shading; do not flatten or recolor the logo to force a HEX match.

Elegant headlines. Effortless reading.

PLAYFAIR DISPLAY

Every journey has a direction.

Use for editorial headlines, campaign statements and major section titles. Give it room. Do not rebuild the logo by typing the brand name in this font.

Supporting type

Montserrat may be used for short utility labels. Allura is reserved for a rare, short handwritten accent. Neither replaces the primary typography.

INTER

Clarity is part of the experience.

Use for body copy, buttons, navigation, captions, documents and interface labels. Favor complete sentences and generous line spacing.

Working type scale

Headlines: 36–64 px
Subheads: 24–32 px
Body: 16–18 px
Labels: 12–14 px

Scale for the medium. Check actual-size readability.

No font files are distributed. Obtain the specified families through their authorized font sources.

Give the blue room to breathe.



PREFERRED: WHITE OR A QUIET LIGHT FIELD



DARK FIELD: USE A WHITE HOLDING PANEL

Preserve

Original proportions, blue OS, gold compass, navy wordmark, teal waves, spacing and trademark marks.

Avoid

A front icon, duplicate OS, teal-only replacements, stretching, rotation, shadows, glow or busy images behind the mark.

Photo direction

Quiet coastlines, horizon lines and real travel moments. No unlicensed imagery and no implied lifestyle or earnings outcome.

Warm ambition. Clear language.

MASTER MESSAGE

More than a CRM. Your travel business operating system.

Travel OS CRM™ is designed to support more organized relationships, follow-up and travel-business workflows for eligible OdysseySoul Travel team members. Built and powered by AEGIS OS™.

CAMPAIGN LINE

Travel Further. Build Bigger. All in One Place.

Sound like this

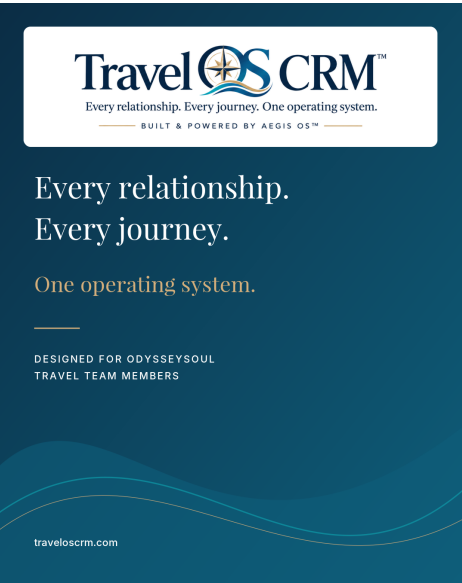
Confident, practical and human. Explain the usefulness. Keep the technology in service of people.

Do not claim

Guaranteed bookings, income or freedom. Employment. Third-party endorsement. “Free forever.” Live integrations or deployed features that have not been verified.

Brand approval is not a product launch announcement.

A working suite, not just a mood board.



SQUARE / PORTRAIT / LINK PREVIEW

The kit also includes a story canvas, wide profile banner, email header and video background. Each uses the same approved integrated mark.

PNG exports are ready to place. SVG templates keep the background shapes and copy editable while embedding the approved raster logo. Fonts must be installed for matching text rendering.

Canvas dimensions are production presets, not claims about a platform's current upload requirements. Check the destination's crop, safe areas, mobile rendering and live URL before publication.

Keep the identity. Verify the claims.

Audience and access

Software access is intended for eligible OdysseySoul Travel team members. Public educational materials may have a broader audience. Keep travel-client communications distinct from business-opportunity messaging.

Access wording needs context

Internal pricing reference: complimentary for eligible members, with no additional Travel OS CRM™ platform subscription. Third-party usage and external costs may apply. Promotional use of a member benefit requires current review before publication.

Third-party brands

No IntelTravel, PlanNet Marketing or vendor logo is included. Use only authorized materials and verified statements. A company name in copy is not an endorsement or approval.

Publication checkpoint

Confirm audience, available features, access eligibility, permissions, links, disclosures and owner sign-off. Keep™ in the brand display; this kit makes no claim of registration or corporate approval.

A master worth protecting.

FILE GUIDE

01_Official_Logos	Untouched approved master, white / transparent full lockups, compact wordmarks and placement PDF.
02_App_Icons	Central monogram, white app tiles in 16–1080 px sizes and favicon.ico.
03_Brand_Guidelines	This guide, the one-sheet visual board and brand-lock record.
04 / 05	Ready-to-use social PNGs and editable SVG layouts.
06_Copy_and_Communications	Reusable media copy, letterhead and email-signature template.
07_Developer_Handoff	Brand tokens, CSS, HTML preview, deployment rules and asset manifest.

Source fidelity: the untouched master is 1672 × 941 px. Logo exports are raster, not a true-vector reconstruction. The cropped primary is 1573 px wide, about 5.24 in at 300 pixels per inch. Larger output requires a separately reviewed production vector.

Source hierarchy: [S1] Felipe’s final approval in this conversation, 14 Sep 2026, controls the integrated blue logo. [S2] Travel_OS_CRM_Brand_Kit_v1.0.md supplies established positioning, production colors and typography. Current logo approval supersedes earlier front-icon concepts. Suggested media copy remains subject to release review.