Djourney

Sanne van Os

Table of Content
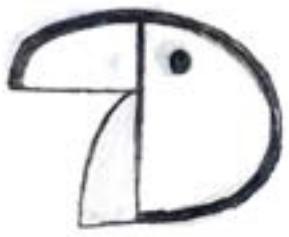
Djourney

Djourney

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Debriefing

Djourney

Dear Sir/Madam, in which we take a closer look at the travel organization Djourney and explore the power of adventure, action and encounter in their mission. Djourney is committed to transforming travel into an extraordinary experience, challenging adventurous minds to discover the world in a new way. In this debriefing we will delve deeper into Djourney's core values and how these values are expressed in their brand identity and communication.

We will also look at the implementation of these core values in various media expressions and communication materials from Djournay. In addition, we will discuss the effectiveness of their brand identity and message, including recognizability as a travel organization and the clarity of their target group.

Once again, thank you for joining this conversation, and together let's explore the exciting world of Djournay and discover how this travel company puts adventure, action and encounter at the heart of their trips. We hope for a pleasant cooperation during this assignment.

Client
Djoser, a renowned travel organization with 35 years of experience in offering trips to various destinations, mainly aimed at the age group of 35-55 years.

Brand
Djoser wants to introduce a new travel brand called "Djourney," specifically aimed at a younger target group on a small budget.

Product
Djourney is an alternative way of traveling, where travelers have a lot of individual freedom, experience the benefits of an organized trip and the fun of a travel group, all within a small budget. The group size is approximately 8 people, and the age of fellow

travelers ranges from 18 to 35 years. Djourney offers adventurous, active travel experiences with an emphasis on cultural and natural discoveries, real encounters with locals and the opportunity to experience spontaneous activities and encounters.

Description of the target group
Djourney's target group are adventurous young travelers aged 18-35 on a small budget. They are open to spontaneous experiences, desire authentic cultural encounters, and strive to share travel memories to create lasting impressions.

Description of the assignment
The assignment is to develop a marketing and communication strategy for the new travel brand Djourney, including creating various media expressions to reach and appeal to the target group.

Purpose/message of the assignment
The aim of the assignment is to launch Djourney and attract the target group of young travelers on a budget. The message is to position Djourney as the "different way to travel," focusing on adventure, spontaneous encounters, and authentic experiences, all within an affordable budget.

Media expressions that are requested
De media-uitingen die gevraagd worden omvatten:
-    Process book
                                                  - Logo
                                          -    Letterhead
                                        - EA5 window envelope
                                        - Business card (85-55 mm)
                                    -    Style guide

3

Debriefing #2

Djourney

- Brochure: General brochure to increase brand awareness among the new target group
- App: Working prototype of an App, which is used during the trip.

Possible additional expressions
- Social media accounts and campaigns on platforms such as Instagram, Facebook and X to reach the target group.
- Graphic materials such as posters and flyers to attract potential travelers.
- Video content, such as promotional videos and travel reports, for online marketing.
- Online advertising and search engine optimization to increase online visibility.

- Possible influencers or ambassadors to inspire and attract the target group.

Advice
Additional questions for the client could be:
1. Does Djourney have any existing customer data or contacts that can be used to reach potential customers?
2. Are there specific destinations or travel themes that Djourney would like to highlight?

Core value

Adventurous

At Djourney, adventure is central. We offer extraordinary journeys infused with authenticity and surprise. Our trips are designed to take travelers out of their comfort zone and allow them to enjoy unexpected experiences. Whether you're climbing a remote mountain peak or getting lost in the narrow streets of an old town, at Djourney we strive to make every moment of your journey an adventure.
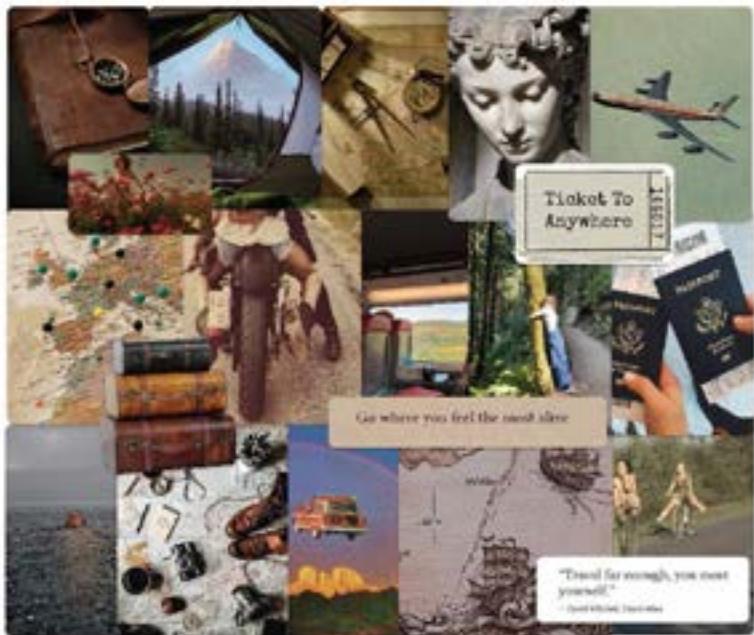
Core value

Active

Our trips at Djourney are steeped in activity and adventure. Whether you go on an expedition, climb mountain peaks, hike through the wilderness, cycle along scenic routes or paddle a kayak, we challenge you to actively participate in your journey. We believe that being active while traveling not only promotes physical health, but also stimulates the mind. At Djourney we are proud that we offer trips with a challenging character, where you can actively explore the world.
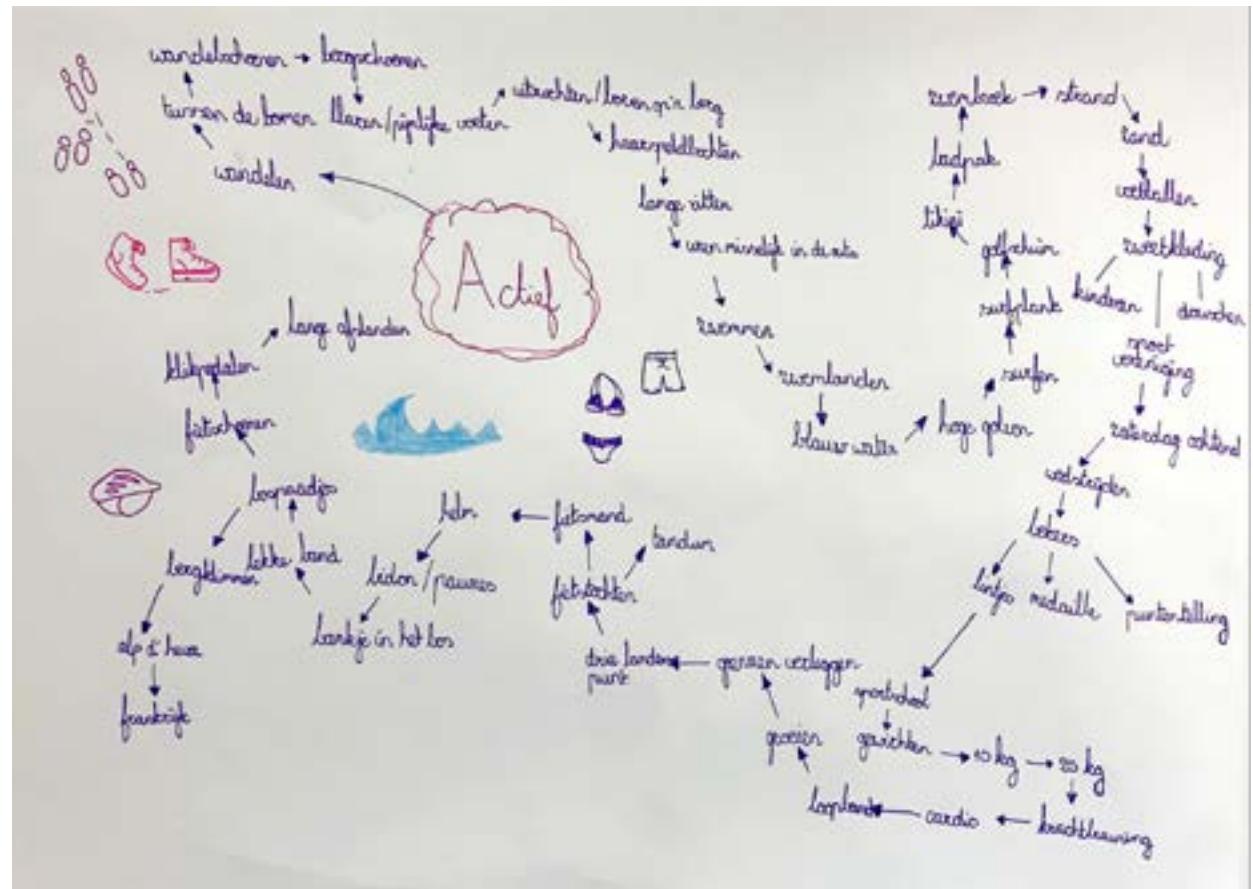
Core value

Meeting

At Djourney it's all about meetings. We strive to bring travelers into contact with new people, new smells, colors, cultures and customs. Our trips are an opportunity to not only explore breathtaking landscapes, but also to have meaningful encounters with fellow travelers and locals alike. We believe travel is about discovering the human connection that connects the world. At Djourney we encourage curiosity and cherish the wonderful moments of encounter that travel brings.
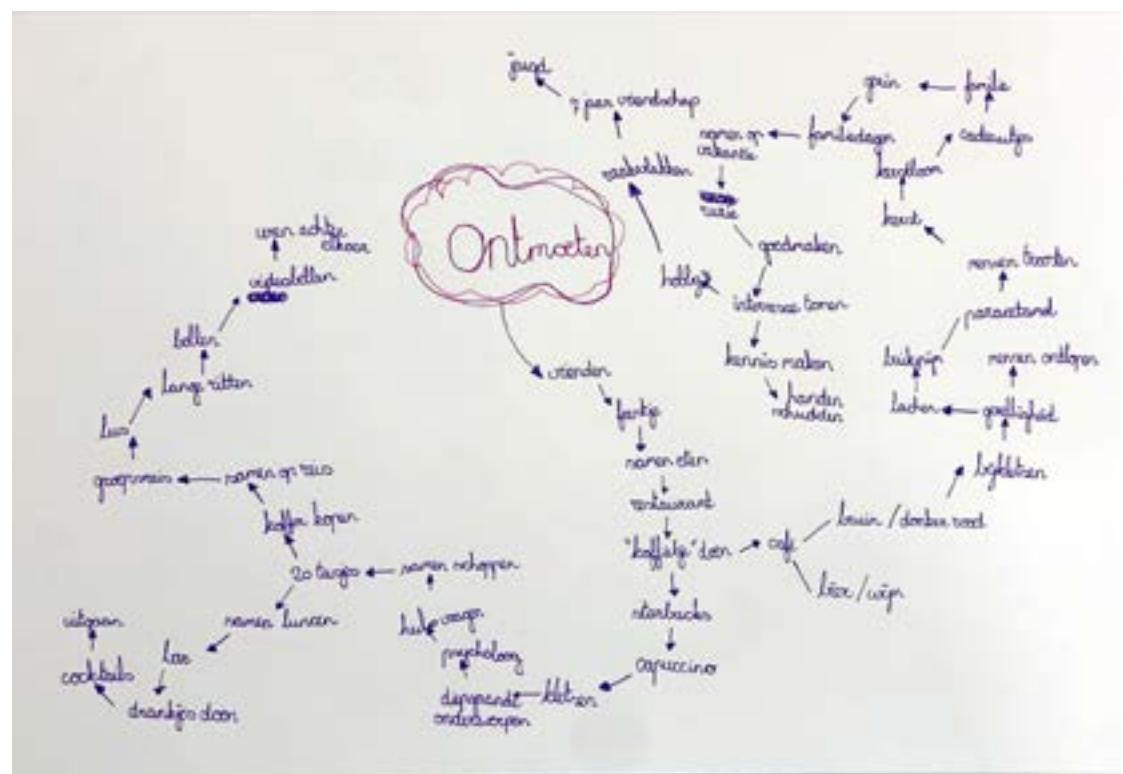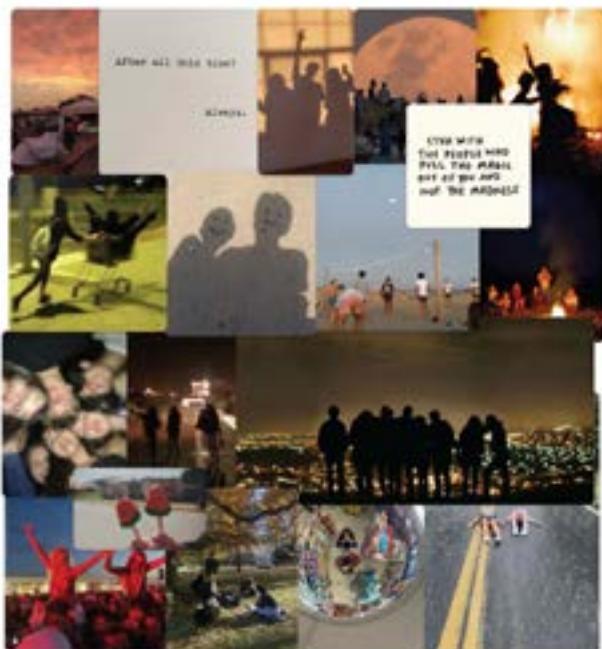
Competitor research

Kaaiman

Logo:
The Kaaiman Reizen logo is an important landmark. It shows a stylized image of a caiman in dark green, which gives the impression of adventure and nature.

Typography
Kaaiman Reizen uses a bold and modern font for the brand name, which is both legible and contemporary. This contributes to a youthful appearance.
They use Roboto for all lyrics.

Colors
The dominant color in the corporate identity appears to be dark green, which is associated with nature, adventure and sustainability. This is often combined with white for contrast and readability.
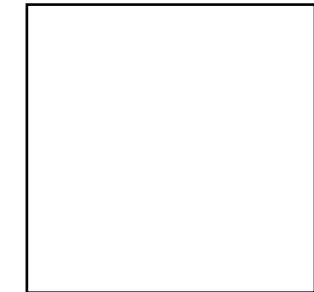
Image use
Kaaiman Reizen's website and marketing materials often use images that show nature, adventurous destinations and wildlife. This emphasizes the focus on adventure travel.

Look & Feel
The overall look of the website and marketing materials is contemporary and adventurous. The design is sleek and clear, which contributes to a professional appearance.

Competitor research

Kaaiman #2

Media expressions
Website
The Kaaiman Reizen website shows the logo and colors consistently on every page. The use of images of exotic destinations and adventure activities supports the brand identity.

Sociale media
Social media accounts such as Instagram and Facebook use similar colors, logos and images to create a unified brand experience. This contributes to brand recognition.

Marketing materials
Brochures and flyers from Kaaiman Reizen contain the logo, colors and images that match the website, which demonstrates the consistency in the corporate identity.

Conclusion
Positioning of the company
Kaaiman Reizen radiates adventure, nature experience and sustainability. These values are clearly reflected in their corporate identity, with the green logo and the use of natural images.

Recognizability as a travel organization
Yes, the corporate identity of Kaaiman Reizen makes it clear that it is a travel organization, especially through the use of travel-related images and an adventurous appearance.

Target audience
It is clear that Kaaiman Reizen focuses on adventurous travelers and nature lovers, which is reflected in the corporate identity and use of images.

Crossmediale elements
The consistency of the logo, colors and use of images across various media expressions contributes to a strong and recognizable brand image for Kaaiman Reizen.

All in all, Kaaiman Reizen seems to apply its corporate identity effectively to convey its brand identity of adventure, nature experience and sustainability to the target group. The corporate identity is recognizable and consistent in various media expressions, which contributes to a strong brand identity.

Competitor research

Beyond Borders

Logo
The Beyond Borders logo is colorful and contains a globe with various cultural icons incorporated into it, such as a temple and a pyramid. This logo emphasizes diversity and cultural discovery.

Typography
Beyond Borders uses a playful and contemporary font for the brand name, giving the impression of an adventurous and youthful approach to travel.
Urbanist is used in the navigation bar and as plain text.
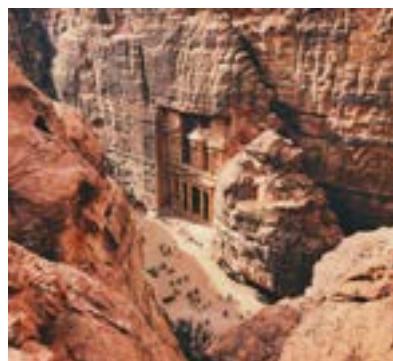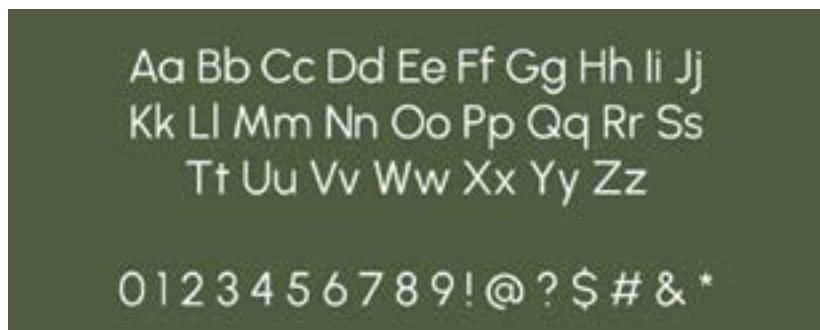
Colors
Beyond Borders' corporate identity includes a wide range of colors, which corresponds to the diversity of cultures and destinations. Bright colors such as yellow, blue and white are often used.

Image use
Beyond Borders' website and marketing materials use images that reflect the diversity of cultures and destinations. Images of people, architecture and nature are often used.

10
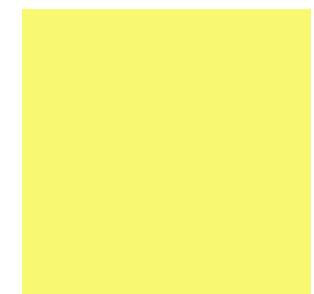
Concurrentenonderzoek

Beyond Borders #2

Look & Feel
The overall look of the website and marketing materials is vibrant and festive. The design gives the impression of a travel experience full of discovery and interaction with diverse cultures.

Media expressions
Website
The Beyond Borders website shows the colorful logo on every page. Using images that represent different cultures supports brand identity.

https://beyondborders.be/
https://www.facebook.com/beyondbordersbelgie
https://www.instagram.com/beyondbordersbelgie/

Conclusion
Positioning of the company
Beyond Borders stands for cultural discovery, diversity and the celebration of different cultures. These values are clearly reflected in their corporate identity, with the colorful logo and the use of cultural icons.

Sociale media
Social media accounts such as Instagram and Facebook use similar colors, logos and imagery to create a vibrant and culturally diverse brand experience.

Marketing materials
Beyond Borders brochures and flyers often feature the logo, colors and images that emphasize the diversity of cultures and destinations.

Target audience
It is clear that Beyond Borders focuses on travelers looking for cultural and diverse travel experiences, which is reflected in the corporate identity and use of images.
Cross-media elements
The consistency of the logo, colors and use of images across different media expressions contributes to a strong and recognizable brand image for Beyond Borders.
Beyond Borders appears to be effectively applying its corporate identity to convey its brand identity of cultural discovery and diversity to the target group. The corporate identity is recognizable and consistent in various media expressions, which contributes to a strong brand identity.

Competitor research

Riksja Travel

Logo
The Riksja Travel logo is recognizable and distinctive. It contains the brand name in a striking font alongside a stylized image of a traditional rickshaw. This emphasizes their focus on individual and authentic travel experiences.

Typography
Riksja Travel uses a clear and modern font for the brand name. The font is easy to read and fits well with their image of accessible travel. Capriola is used in the navigation bar. Circular is used as headings and plain text.

Colors
Riksja Travel's corporate colors are mainly blue/turquoise and white, which radiates liveliness and positive energy. These colors are consistently reflected in their expressions.

Image use
Riksja Travel uses images of travelers delving into local cultures and interacting with locals. The focus is on real and authentic experiences.

Grumpy wizards make toxic brew for the evil Queen and Jack.

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
1234567890-=_+<>?/.,:"

Circular Book
Circular Book Italic
Circular Medium
Circular Medium Italic
Circular Bold
Circular Bold Italic
Circular Black
Circular Black Italic

Competitor research

Riksja Travel #2

Look & Feel
The overall look of the website and marketing materials is modern, user-friendly and emphasizes an emphasis on personal, local experiences.

Media expressions
Website
The logo, corporate colors and images are used consistently on the Riksja Travel website. Navigation is simple and detailed travel information and personal travel stories are available.
https://www.riksjatravel.nl/
https://www.facebook.com/RiksjaTravel
https://www.instagram.com/riksjatravel/

Conclusion
Positioning of the company
Riksja Travel stands for authentic, personal travel experiences where travelers can discover the local culture. These values are clearly reflected in their corporate identity, with the use of the rickshaw and the colorful, lively appearance.

Recognizability as a travel organization
Yes, Riksja Travel's corporate identity makes it clear that it is a travel organization that emphasizes individual and local travel experiences.

Target audience
It is clear that Riksja Travel focuses on travelers who are looking for authentic, local experiences and interaction with the local population, which is reflected in the corporate identity and use of images.

Sociale media
Social media accounts use similar colors, logos and images to create a unified brand experience. Stories of travelers discovering local cultures are often shared.

Marketing materials
Brochures and flyers from Riksja Travel contain the logo, corporate colors and images that reflect authentic travel experiences..

Crossmediale elements
The consistency of the logo, corporate colors and use of images across various media expressions contributes to a strong and recognizable brand image for Riksja Travel.
Riksja Travel seems to apply its corporate identity effectively to convey its brand identity of authentic, personal travel to the target group. The corporate identity is recognizable and consistent in various media expressions, which contributes to a strong brand identity.

Persona

Beyond Borders

Persoonlijke doelen

- Joyce wil graag elk deel van de wereld ontdekken en alle culturen snuiven.
- Joyce wil beter leren koken en mensen ontmoeten
- beter leren fotograveren en luisteren naar mensen.

Een hekel aan (frustraties)

- vertraging OV of vliegtuig
- te laat komen
- alleen zijn
- ongedierte/muggen

Even voorstellen...

Hey! ik ben Joyce ik ben 25 jaar en woon in Utrecht. Ik heb een eigen bedrijf waarin ik voor mensen logo's teken en uitwerk. Hierdoor heb ik veel eigen tijd wat ik graag besteed aan reizen, koken en met vrienden zijn. Ik ben het liefst altijd onderweg en zie graag nieuwe mooie plekkken. Ik hoop over een aantal jaar een eigen camper te hebben gekocht waarin ik kan gaan wonen zodat ik niet meer gebonden ben aan een plek en ook nog meer plekken kan ondekken. Ik doe vooral dingen het liefst op mijn eigen tempo en bekijk het leven met de dag!

Joyce Jansen

'Elke dag een nieuw avontuur.'

Leeftijd: 25 jaar
Beroep: illustrator
Relatie: Single
Woonplaats: Utrecht
Typering: avontuurlijk
Karakterisering: extravert

Sociaal

Wispulturig

Dapper

On(off)line mediagedrag

Google
LinkedIn
Netflix
Twitter
Financial Times
National Geographic
NPO 1
BNR

Leefsituatie & interesses

Woning: Huurwoning
Inkomen: €1.800-2.100
Politieke voorkeur: Partij voor de Dieren
Supermarkt: Biologische & lokale supermarkten
**Kleding:** Comfortabel maar stijlvol, voorkeur voor lichte/ademende kleding tijdens haar reizen.
Hobby's: Musea bezoeken, koken, tekenen, mensen ontmoeten, reizen.
Tv programma: 3opreis, gevaarlijkste wegen van de wereld.

Persoonlijkheid

introvert — extravert

voelen — intuïtie

denken — voelen

oordelen — waarnemen

Favoriete merken

NIKE

FABER-CASTELL

BEVER

H&M
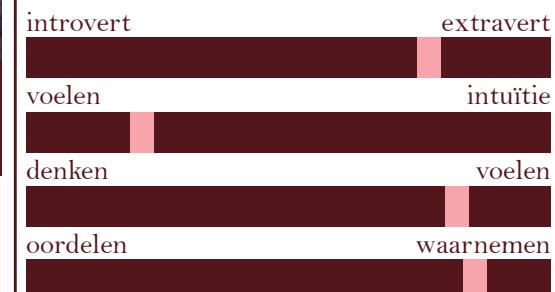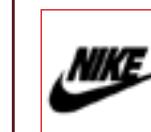
Persona

Kaaiman

Persoonlijke doelen

- August wil graag voor zijn 25ste een documantaire gemaakt hebben over groepsreizen in wereldreis voormaat.
- Ook wil hij graag een feature hebben op de BBC.
- En august wil graag leren koken zodat hij niet elke keer take-out hoeft te halen

Een hekel aan (frustraties)

- Stilte
- Vieze hotel kamers
- Mensen de ongeïnteresseerd zijn in hun vakantie en alleen gaan voor de insta foto's

Even voorstellen...

Hallo, ik ben August, een 21-jarige documentairemaker met een passie voor het vertellen van verhalen. Mijn leven draait om drie dingen: vrijwilligerswerk, schetsen en mijn eigen biologische bier brouwen.

Vrijwilligerswerk is voor mij niet alleen een bezigheid; het is een manier om positieve verandering te creëren. Mijn documentaires richten zich op maatschappelijke kwesties en gemeenschappen die mijn hart raken.
In mijn vrije tijd grijp ik naar mijn schetsboek om de wereld om me heen vast te leggen. Mijn schetsen geven een artistieke dimensie aan mijn werk als filmmaker en laten mijn unieke kijk op de wereld zien.

En dan is er nog mijn liefde voor bier. Ik ben gepassioneerd over het brouwen van biologische bieren en experimenteer graag met smaken en technieken om ambachtelijke bieren te creëren.

Met mijn diverse interesses en toewijding aan sociale rechtvaardigheid ben ik vastberaden om de wereld te blijven verkennen en mijn verhalen te delen. Mijn reis als documentairemaker is er een die je niet wilt missen.

August Trello

in the end we all become stories

Leeftijd: 21 jaar
Beroep: documentairemaker
Relatie: Single
Woonplaats: Amsterdam
Typering: Eigenwijs
Karakterisering: sympatiek

nieuwsgierig

leergierig

hulpvaardig

On(off)line mediagedrag

Google	
LinkedIn	
Netflix	
Twitter	
Financial Times	
National Geographic	
NPO 1	
BNR	
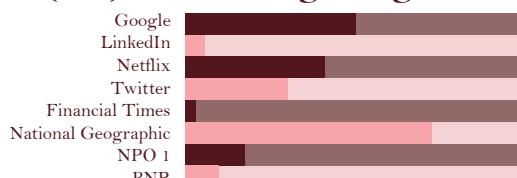
Leefsituatie & interesses

Woning: appartement
Inkomen: €2.000 - €3.000
Politieke voorkeur: GroenLinks
Supermarkt: Lokale supermarkt en de zondag markt
Kleding: Vooral witte t-shirts me illustraties en simple blauwe spijkerbroeken.
Hobby's: Wandelen, Vrijwiligers werk, schetsen, en hij brouwt zijn eigen bio bier
Tv programma: the office

Persoonlijkheid

introvert — extravert

voelen — intuïtie

denken — voelen

oordelen — waarnemen
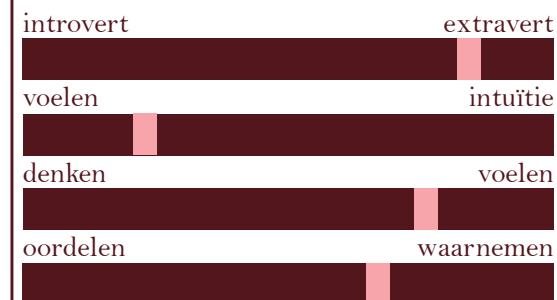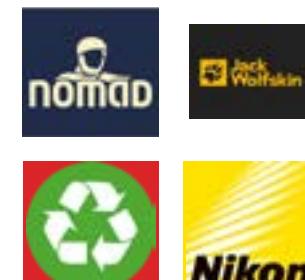
Favoriete merken

Persona

Djourney

Persoonlijke doelen

- Sophie streeft ernaar om minstens één keer per jaar een nieuwe bestemming te ontdekken en nieuwe culturen te ervaren.
- Ze wil haar fotografievaardigheden verbeteren door unieke beelden vast te leggen tijdens haar reizen.
- Sophie is vastbesloten om meer lokale gerechten te proberen en traditionele recepten te leren tijdens haar reizen.

Een hekel aan (frustraties)

- Massatoerisme en overvolle toeristische trekpleisters
- Slechte wifi-verbindingen tijdens reizen
- Onvriendelijke of onbehulpzame mensen op reisbestemmingen

Even voorstellen...

Hey daar! Ik ben Sophie, een 25-jarige grafisch ontwerper en freelance fotograaf met een passie voor avontuurlijke reizen. Mijn leven draait om het ontdekken van nieuwe plekken, vastleggen van onvergetelijke momenten met mijn camera en het ervaren van de rijke culturen die onze wereld te bieden heeft. Reizen is voor mij een manier om te groeien, te leren en nieuwe vrienden te maken. Ik ben altijd op zoek naar authentieke ervaringen, lokale gerechten en fotogenieke landschappen. Samen met mijn partner, die ook van reizen houdt, genieten we van het plannen van onze volgende avontuurlijke reis.

Sophie de Vries

Elk moment is mijn moment!

Leeftijd: 25 jaar
Beroep: Freelance fotograaf
Relatie: Serieuze relatie
Woonplaats: Utrecht
Typering: Vrijgeestig
Karakterisering: Expressief

Extrovert

Beleefd

Circulair

On(off)line mediagedrag

Google
LinkedIn
Netflix
Twitter
Tiktok
National Geographic
NPO 1
BNR
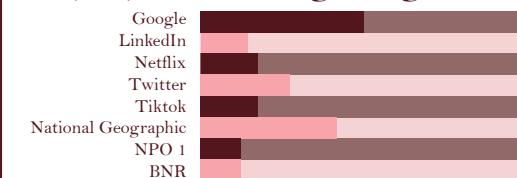
Leefsituatie & interesses

Woning: Huurwoning
Inkomen: €2.500 – €3.500
Politieke voorkeur: Partij voor de Dieren
Supermarkt: Biologische & lokale supermarkten
Kleding: Comfortabel maar stijlvol, voorkeur voor lichte/ademende kleding tijdens haar reizen.
Hobby's: Fotografie, wandelen, koken, het bijwonen van lokale kunst- en cultuurevenementen
Tv programma: Anthony Bourdain: Parts Unknown

Persoonlijkheid

introvert — extravert

voelen — intuïtie

denken — voelen

oordelen — waarnemen

Favoriete merken
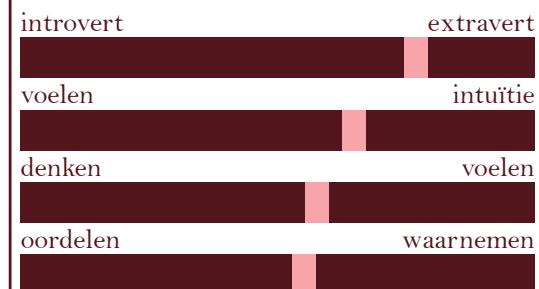
prAna · OSPREY · lonely planet · THE NORTH FACE · Nikon

Logo research

Djoser & Single+

Djoser
Green is not catchy and disappears. Arrows are unclear what purpose they serve in the rest of the logo. The font is too simple and too common. And because of that it lacks a lot of character where even more personality could have been put into it. I wouldn't immediately take out the entire word through the eye, which has a different color.

Single+
The Single+ logo reminds me of a health insurer or a pharmacy. This is because many green tones are used in the logo, which is often used to represent health, safety and tranquility. I also think the font is far too businesslike for a travel agency. Because as far as I'm concerned, a travel agency is not appropriate because it should encourage you to go out and discover things. What it doesn't radiate now.

It mainly reminds me of a dating app because single is the English word for single and if there is a '+' behind it, in our opinion it indicates that a other half is being sought or new contacts to have a nice drink with. So it looks anything but a travel agency and it is far too static, you would expect that if it is an active travel agency the logo would be a bit more dynamic.

Logo research

Oak Travel & Young Travel Company

Oak Travel

As far as I'm concerned, this logo means nothing. I wouldn't recognize it if I walked past it either. The font is very italic and not very neat and also looks cheap. The background color is again not very striking and even a bit dull. You would expect that if you want to sell things you would tend towards 'bright colors' when designing your logo. This way you stand out more and people are more likely to go to your company for their trips. We also think that something like an illustration could have been added. This is also a better way to attract people because people don't always take the time to read.

Young Travel Company

Because the logo is very small and therefore almost impossible to read from a distance. Furthermore, the colors are quite dull and the color orange they used looks quite similar to white, so the contrast is also very low. In addition, under 'Young Travel Company' there is a slogan that cannot be read because it is much too thin and too small. And there are just too many different fonts used, so it doesn't become a whole and therefore it looks very chaotic.

Logo research

On Trek & Into the Wild

On Trek

Simplicity and recognisability: The "On Trek" logo is simple and easily recognisable. It consists of a stylized mountain peak in combination with the word "On Trek". The mountain top emphasizes the adventurous and active character of the trips they offer. The use of white and blue tones gives a feeling of reliability and timelessness, which fits well with the expectations of travelers looking for hiking and active holidays. The core values of "On Trek" may include: adventure, authenticity, active travel, exploration, natural beauty and overcoming challenges

Into the Wild

Thematic consistency: The "Into the Wild" logo is striking because of its artistic style and the use of the text "Into the Wild" with a camping tent surrounded by nature. This design is thematically consistent with the brand name and reflects the spirit of adventure travel in nature. They have opted for a white logo and green, which has a very fresh look. The core values of "Into The Wild" can include: adventure, active travel and all in the wildest places on our planet.

Logo research

D-reizen

D-reizen

The "D-reizen" logo works well because of its simplicity, use of color and strong brand recognition. It is easy to recognize and remember, which is important for a tour company. The color scheme of blue and orange evokes associations with travel and adventure, while the typography is clear and legible. The logo radiates reliability and service, which is essential in the travel industry. It is a familiar symbol in the Dutch travel industry. There is also a reduced logo with a D in an orange circle. The core values of D-reizen can include: reliability, accessibility, service orientation and customer friendliness

Conclusion
Conclusion research DJourney

My research shows that group trips are often more adventurous and offer more challenges, such as hiking, boating, and climbing. Organizations that focus on this type of travel often use green colors and clean lines. These elements are often associated with challenge and perseverance.

In contrast, organizations that focus more on families and the elderly often focus on colors such as orange, red, and yellow. The design is usually slightly looser and more playful or more businesslike, with few intermediate styles.

For Djourney, the target group is mainly young, aimed at teenagers and young adults who love adventure and make quick decisions. The logo should be fresh, youthful and modern, with a combination of illustration and company name to attract attention while providing recognisability.

I have to take into account the fact that we are appealing to young people, which influences the design of the new logo. It should not be old-fashioned, but rather radiate a love for nature and adventure. The use of primary colors and shades of green with a striking font is ideal, as is finding a balance between simplicity and attractiveness.

This style must be applied consistently across all media communications for Djourney, with harmony in colors and clear, solid typography. Graceful fonts do not fit the Djoser brand.

The competitive research shows that it is essential to convey a sense of adventure, contact and discovery in the logo and other media expressions. Instagram seems to be a suitable platform for marketing given its wide reach among young people, making it an effective way to reach potential customers and advertise Djourney.
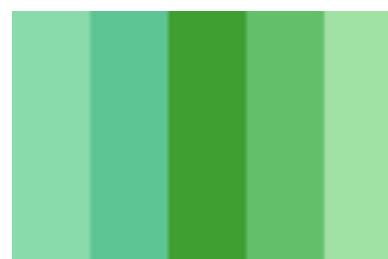
Conclusion

Individual opinion

We must also take the target group, young people aged 18 to 35, into account when developing the corporate identity. It should have a youthful and energetic appearance, and the use of vibrant colors and a contemporary design can help with this.

The debriefing makes it clear what we need to create. It is crucial that all media expressions are coherent and form a consistent whole. For example, in the correspondence set, the colors must match the target group.

The core values research emphasizes the importance of emphasizing adventurous travel experiences in the corporate identity. This can be integrated, for example, in the use of color and typography.

The competition research underlines the need to integrate travel experiences and the target group into the development of the corporate identity. The logo and corporate identity must emphasize the feeling of contact and connection, both with fellow travelers and with the local population. Using visuals that depict interactions and encounters can communicate this effectively

Logo research

Brainstorming

Before brainstorming, I wanted
to explore some concepts related
to the core values of active,
adventure and encounter. I con-
sciously explored the cliché ideas
in order to subsequently develop
a unique logo.
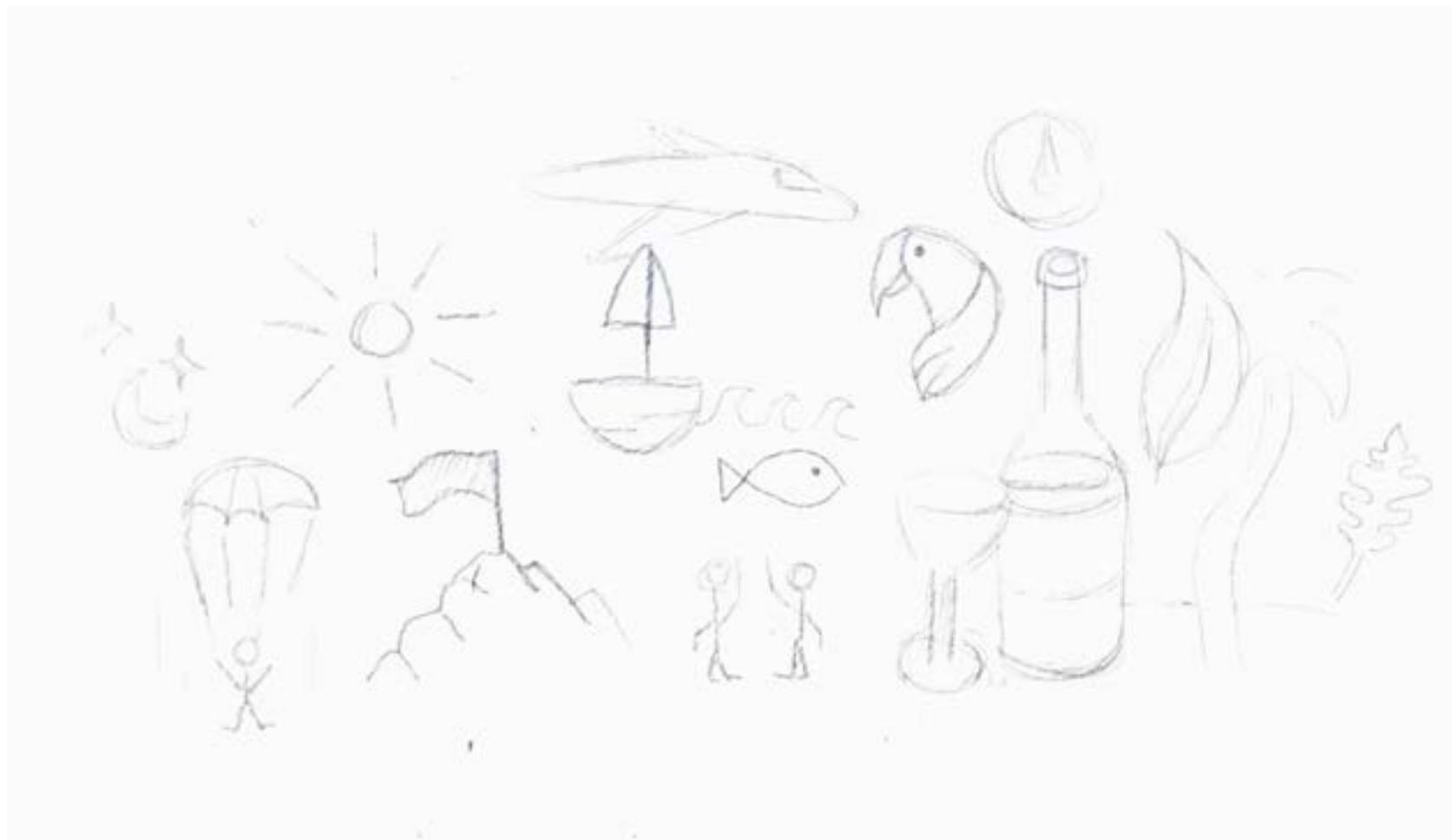
Logo research

Sketching and stylizing figurative shapes

When sketching and stylizing figurative shapes, I wanted to think deeply about the core values we want to convey. My goal was to ensure that the elements of action and adventure were clearly and effectively represented in these sketches. I have tried to create shapes and compositions that embody the dynamism and excitement of adventure travel.
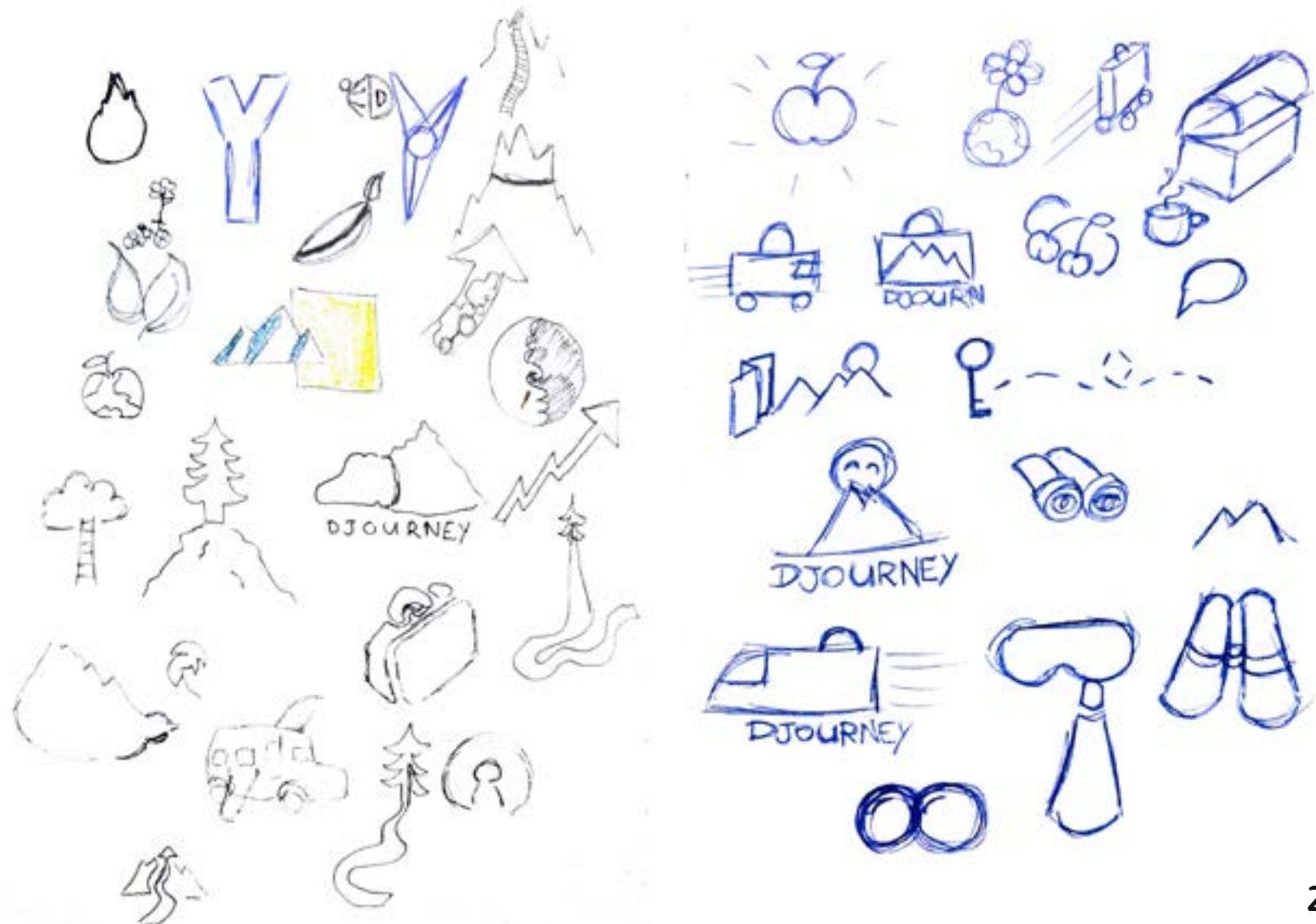
Logo research

Morphological scheme

When sketching and stylizing the morphological scheme, I wanted to think deeply about the core values we want to convey. My goal was to ensure that the elements of action and adventure were clearly and effectively represented in these sketches. I have tried to create shapes and compositions that embody the dynamism and excitement of adventure travel.

Logo research

Logo sketches

Here I made sketches from the morphological scheme to logo ideas. My goal was to explore a range of concepts, focusing on reflecting the core value of "adventure". I found it especially inspiring to experiment with using a mountainous element to powerfully convey the adventurous aspect of Djourney.

At this stage of the creative process, I focused on exploring different ways to represent the meaning of adventure in the logo. The mountain, as a symbol of challenge and discovery, seemed to be a promising starting point.

My goal was to ensure that each logo idea felt unique and innovative so that the brand could stand out from the competition and create a strong visual identity.

Logo research

Digital sketches

Here I chose to digitize one of the sketches and transfer it to Adobe Illustrator, with the aim of creating a more detailed and balanced version of the concept. At this advanced stage of the design process, I focused my attention on refining the elements to ensure they fit well with Djourney's brand identity.

The chosen sketch represents a toucan subtly integrated into the "D" of Djourney. The toucan, as a tropical and exotic bird, symbolizes adventure, exotic destinations and discovery. The use of the "D" as part of the toucan contributes to the uniqueness of the logo and anchors the brand name in the image.

During the Illustrator process I paid attention to details such as the feather structure of the toucan, the typography of the letters and the color combinations. The aim was to create a visually appealing and balanced design that is immediately recognizable and appeals to the target group.

Logo research

Digital sketches #2

Here I present an alternative elaboration of my initial sketches, now expertly realized using Adobe Illustrator. This particular design features a captivating concept where the mountain is placed above the letters "D" and "O" of Djourney. The "J" is subtly designed as a winding path, the tip of which functions as a rising sun.

This creative approach is intended to reflect Djourney's core values of "active" and "adventure" in a striking way. The mountain symbolism is synonymous with adventure, challenge and overcoming obstacles, which fits perfectly with the adventurous spirit of the target group.

The choice to transform the "J" into a path emphasizes the travel experience and voyage of discovery that Djourney offers its travelers. It also symbolizes the idea of following a unique path, which adds a sense of individual freedom and personal adventure

to the brand.

The rising sun at the top of the "J" not only symbolizes new possibilities, but also emphasizes the energy and vitality inherent in Djourney's adventure travels.

The choice of colors in this design has been carefully considered to convey the desired message. Bright and vibrant shades are used to evoke a sense of excitement and vitality.

Logo research

Digital sketches #3

Here I present my penultimate design development. In this concept I consciously chose to integrate the mountain as a central element, with a path that can be interpreted as both an arrow pointing upwards and a path with a tent on top.

The choice to use the mountain as a symbol is a striking representation of the core value "adventure" that Djourney wants to radiate. Mountains are natural challenges, places of beauty and mystery, and they represent the adventurous spirit of traveling to new heights and destinations.

The path that leads up from the mountain can be interpreted in several ways. On the one hand, it acts as an upward arrow, symbolizing the pursuit of growth, development and progress. On the other hand, the path can also be seen as the road that travelers follow, full of adventures and experiences, with the tent at the top as a symbol of travel desti-

nations and encounters along the way.

This double interpretation adds depth and meaning to the logo, making it attractive and captivating for the target group. It shows that traveling with Djourney is not just about reaching destinations, but also about embracing the adventurous process itself.

In short, this penultimate elaboration convincingly reflects Djourney's core values, with an emphasis on adventure, growth and embracing the travel experience itself. It provides a visually appealing and meaningful representation of the brand.
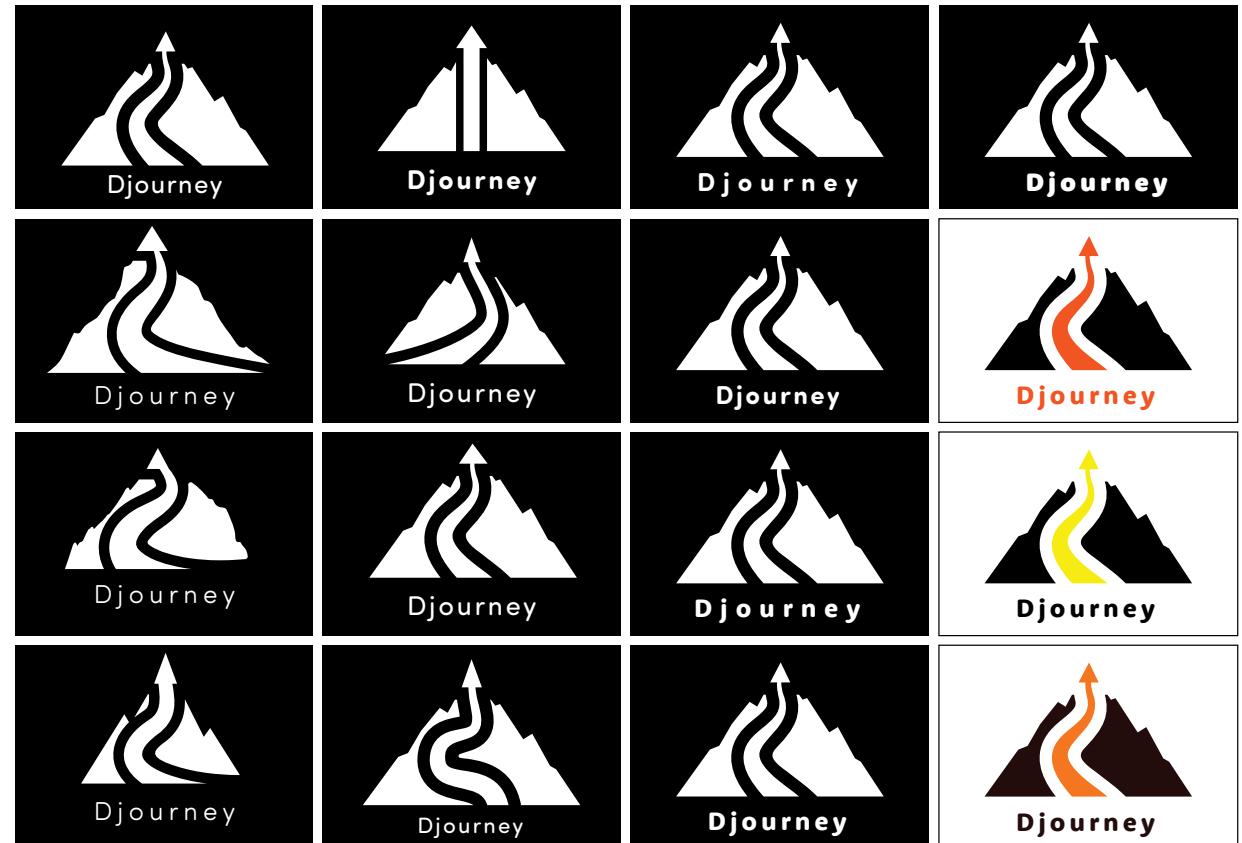
Logo research

Digital sketches #4

Here I present my most recent design development, the final step in my creative process. In this specific concept I wanted to emphasize the deep connection with nature that characterizes Djourney trips. To achieve this, I chose to modify the letter "D" in Djourney in a meaningful way, with a floral or leaf motif in the center of the "D".

The choice to integrate a flower or leaf into the logo symbolizes Djourney's close connection with the natural world. It emphasizes the adventurous nature of traveling to beautiful destinations steeped in natural beauty. It invites travelers to explore and appreciate the splendor and diversity of nature during their travels.

The "D" transformed into a floral or leaf motif acts as a visual reminder of the natural wonders travelers can experience with Djourney. It evokes feelings of wonder, beauty and seren-

ity, which perfectly matches the authentic and meaningful travel experiences that the brand strives for.

Overall, this final design offers a visually powerful representation of Djourney's core values, with nature as the central theme. It conveys a sense of wonder, adventure and respect for nature, creating an attractive and meaningful visual identity for the brand.

Logo research

Feedback on logo options

After receiving valuable feedback from Dineke, I adjusted the logo to make the mountain stand out more. My adjustments included moving the mountain up, above the color rectangle, resulting in an improved composition.

During the logo customization process, I experimented with different line patterns and color schemes to explore which visual elements would best reflect Djourney's core values. Ultimately, I came to the conclusion that the combination of orange and blue is the most effective at conveying the desired message.

The orange in the logo remains a powerful color that symbolizes energy, enthusiasm and adventure, which fits perfectly with Djourney's travel experiences. The blue acts as a soothing contrast, reinforcing the feeling of trust and reliability.

This color combination offers a harmonious balance between energy and stability, making the logo attractive to Djourney's target group while also reflecting the brand's core values.

In short, the logo revisions are based on thoughtful considerations and provide a visually powerful representation of Djourney's identity and core values.
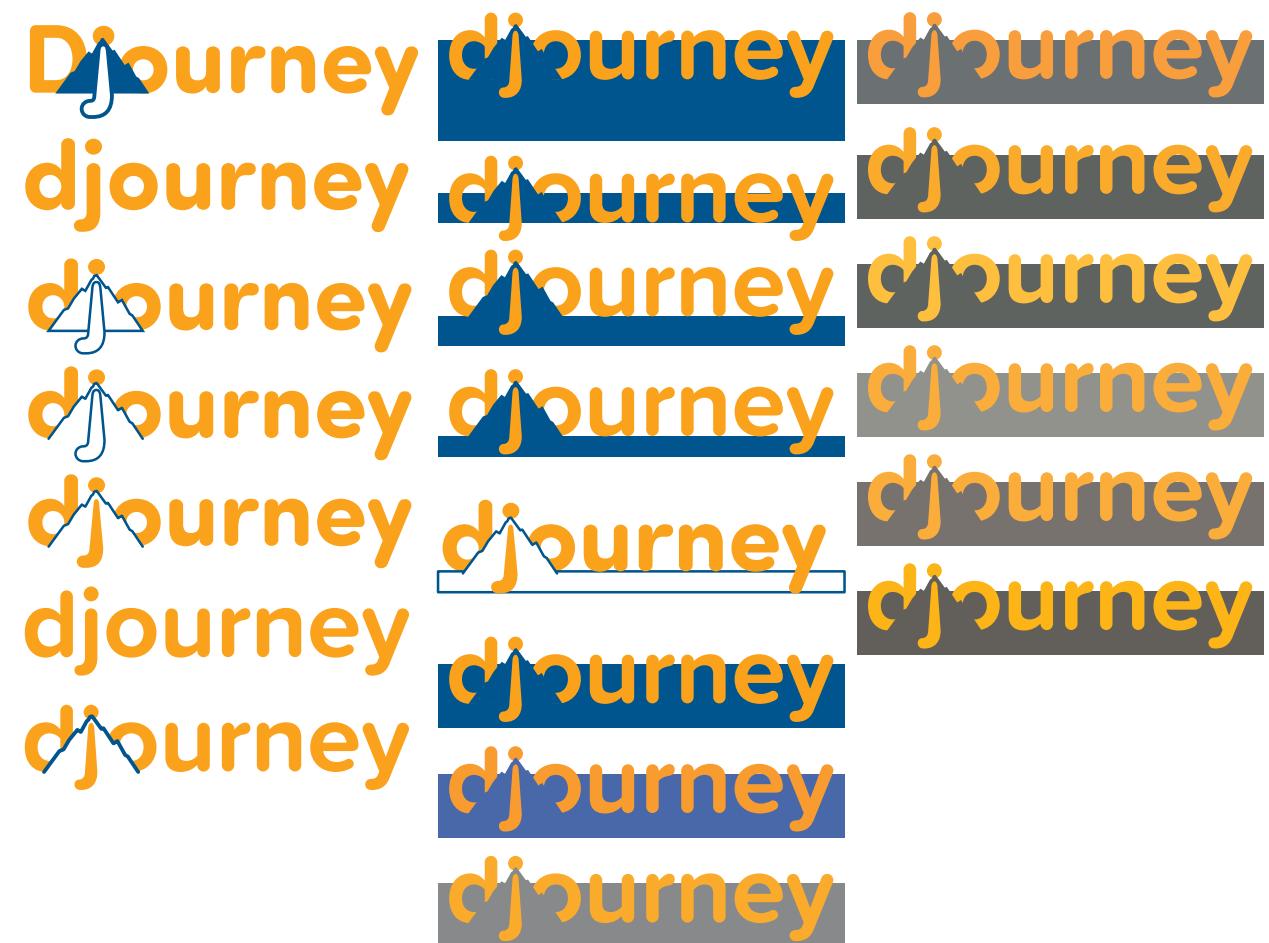
Logo research

Axis research

For each of the four logo designs, I conducted an in-depth research to determine which one was most suitable for the slogan "Travelling differently". I wanted to ensure that each logo had its own unique balance and look, matching Djourney's message.

This process involved carefully weighing different design options, taking into account the position and orientation of the elements in relation to the tagline. The goal was to create a visual harmony that perfectly represented the essence of "Traveling Differently".

Ultimately, I made an informed decision about which logo worked best with each specific tagline axis. These choices are based on visual impact and ability to convey Djourney's message in a powerful and memorable way.

In short, the axis research was a crucial step in the logo de-

sign process, and it led to the selection of the most effective designs that embody Djourney's identity and message in the best possible way.

Logo research

Pantone research

In addition to designing the four logos, I also did extensive research into the correct Pantone colors that would match each design. This color research was of great importance to strengthen Djourney's visual identity and ensure that the colors chosen would accurately reflect the desired appearance.

I not only looked at the aesthetic appeal of the colors, but also at the psychological and emotional associations they can evoke. I took into account Djourney's core values, such as adventure, active, and meeting. So I chose colors that strengthen and support these values.

To check whether the selected colors functioned well in practice, I printed the designs and viewed them on paper. This process helped me assess whether the colors had the same impact on print media as they did on screen.

The color research and its practical application on print materials have led to well-considered choices that enhance the visual appeal of the logos while being consistent with Djourney's brand identity.

In short, the color research and practical tests have contributed to creating logos that are not only visually attractive, but also in line with Djourney's core values and message.

Logo research

Styleguide #1

Here I placed my best logo option first. The logo shows a mountain with an arrow going through it, which can also be interpreted as a tent. With this design I wanted to express the core values "active" and "adventure".

The colors I chose are orange and gray. Orange represents an energetic and positive appearance, while gray provides a feeling of calm and adds a touch of elegance to the whole.

For the font I chose a sans-serif style, because this gives a modern and fresh look to the logo.

Logo in Full color 75 mm

Logo in Full color 50 mm

Logo in Full color 35 mm

Logo in Full color 25 mm

Logo alternatief

Logo in zwart 50 mm

Logo in wit 50 mm

Fontfamilie 1
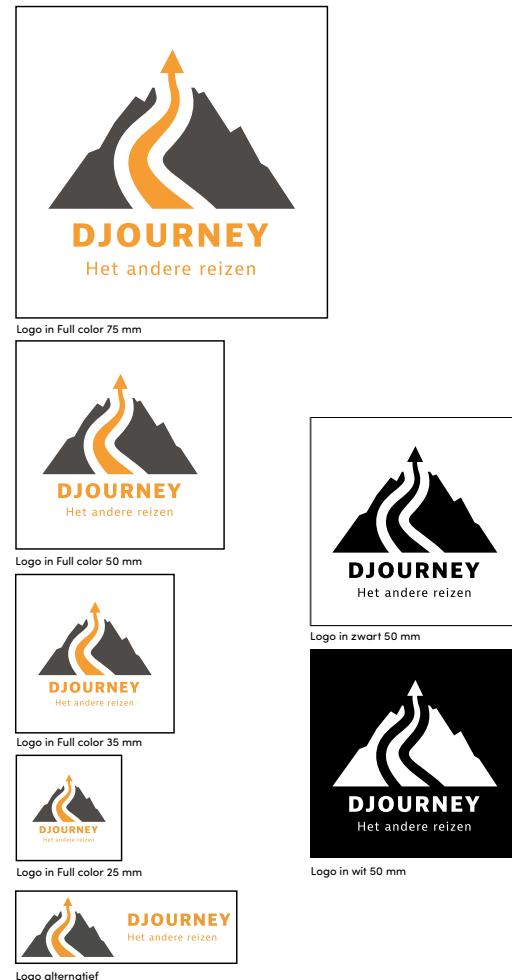
Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Bernina Sans Extrabold

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2

Bernina Sans Bold

Fontfamilie 3

Fontfamilie 3

Fontfamilie 3

Fontfamilie 3

Bernina Sans Regular

R: 77
G: 75
B: 72

Pantone Black U
C: 64%
M: 58%
Y: 59%
K: 39%
HTML: #4D4B48

R: 245
G: 155
B: 50
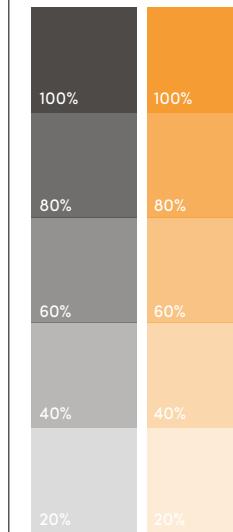
Pantone 130 U
C: 1%
M: 45%
Y: 91%
K: 0%
HTML: #F59B32

Kleurenpalet

100% | 100%
80% | 80%
60% | 60%
40% | 40%
20% | 20%

Logo research

Styleguide #2

This is my second logo option. In this design I have created a landscape that runs underneath the text, while above the 'd' and the 'o' there is a mountainous element that also rises above the square of the landscape. The 'j' is specially shaped to resemble a path, the tip of which acts as a sun. With this design I wanted to express the core values "active" and "adventure".

The colors I chose are blue and yellow. Blue represents reliability and trust, while yellow adds a cheerful and positive appearance to the logo.

For the font I chose a sans-serif style to create a friendly and modern look.

Logo in Full color 75 mm

Logo in Full color 50 mm

Logo in Full color 35 mm

Logo in Full color 25 mm

Logo in zwart 50 mm

Logo in wit 50 mm

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Sofia Pro Soft Bold

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2

Sofia Pro Soft Regular

R: 57
G: 81
B: 148

Pantone 2747U
C:
M:
Y:
K:
HTML: #395194

Kleurenpalet

100%

80%

60%

40%

20%

100%

80%

60%

40%

20%

R: 57
G: 81
B: 148

Pantone 2747U
C:
M:
Y:
K:
HTML: #395194
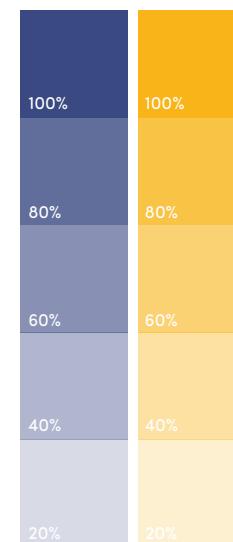
Logo research

Styleguide #3

This is my third logo option. Here I have integrated a toucan into the 'D' of Djourney. However, I have already received feedback in which people indicate that it reminds them of the 'Van der Valk' hotel logo. Unfortunately, I have to agree.

With this design I still wanted to express the core values of "active" and "adventure". The colors I chose are blue and yellow. Blue represents reliability and trust, while yellow adds a cheerful and positive appearance to the logo.

For the font I chose a sans-serif style to create a modern and vibrant look.

Logo in Full color 75 mm

Logo in Full color 50 mm

Logo in Full color 35 mm

Logo in Full color 25 mm

Logo in zwart 50 mm

Logo in wit 50 mm

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Rooney Sans Bold

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2

Rooney Sans Regular

Kleurenpalet

R: 57
G: 81
B: 148

Pantone 2747U
C: 89%
M: 77%
Y: 11%
K: 1%
HTML: #395194

R: 253
G: 199
B: 14

Pantone 109 U
C: 1%
M: 21%
Y: 98%
K: 0%
HTML: #FDC70E

100%	100%
80%	80%
60%	60%
40%	40%
20%	20%
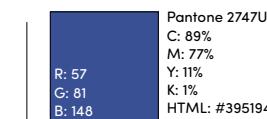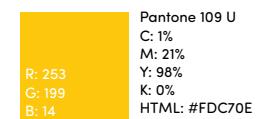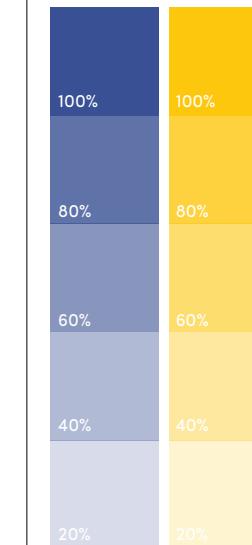
Logo research

Styleguide #4

This is my fourth logo option. I have incorporated a leaf into the 'D' of Djourney. However, I have to admit that it is more reminiscent of a plant company than Djourney.

With this design I still wanted to reflect the core values of "active" and "adventure". The colors I chose are green and white. Green symbolizes nature and adds an energetic look, while white provides a fresh look.

For the font I chose a sans-serif style to create a modern and vibrant look.

Djourney
Het andere reizen

Logo in Full color 75 mm

Djourney
Het andere reizen

Logo in Full color 50 mm

Djourney
Het andere reizen

Logo in Full color 35 mm

Djourney
Het andere reizen

Logo in Full color 25 mm

Djourney
Het andere reizen

Logo in zwart 50 mm

Djourney
Het andere reizen

Logo in wit 50 mm

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1

Fontfamilie 1
Korolev Rounded Heavy

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2

Fontfamilie 2
Sofia Pro Soft Regular

R: 69
G: 114
B: 89

Pantone 349 U
C: 74%
M: 36%
Y: 70%
K: 20%
HTML: #457259

Kleurenpalet

100%

80%

60%

40%

20%

Djourney
Het andere reizen

Djourney
Het andere reizen

Djourney
Het andere reizen

Djourney
Het andere reizen

Djourney
Het andere reizen
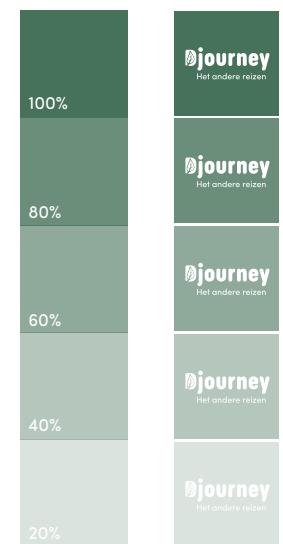
Logo research

Logo on image

Finally, I incorporated the logos into images to provide a clear visual example of the four logo options. This visual overview is intended to provide a clear picture of what the logos look like when applied in practice.

It is important to note that these images serve not only to show the aesthetic side of the logos, but also to illustrate how each logo can be integrated into different media expressions and applications. This allows Djourney to get a better feel for how each logo behaves in different contexts.

Letterhead

Process

Here I designed the stationery for Djourney. At first I considered adding an orange bar to the bottom, but after some advice I decided to go for a sleeker and more organized design. I paid special attention to the practical aspects, such as perforating the paper, and made sure that the logo was placed on the right side for easy recognition in paper folders. This ensures a professional appearance of the stationery and strengthens Djourney's visual identity in written communication.

On the next page you will find the final design of the stationery.

Poging 1

Poging 2

Poging 3

Poging 4

Poging 5

Poging 6

Poging 7

Poging 8

Letterhead

Elaboration and letterhead advice

Paper size
The standard A4 format was chosen for Djourney's stationery, with a width of 210 mm and a height of 297 mm.

Font
For a uniform and professional appearance, the font "Bernina Sans Regular" is recommended for all text on the stationery, with a text size of 9 points. For important headings, such as the date and subject, "Bernina Sans Bold" is recommended to draw attention.

For the text in the address area, the same "Bernina Sans Regular" font is recommended, but with a slightly smaller text size of 8 points.

Logo and address zone
The Djourney logo, with a width of 116 mm and a height of 13 mm, serves as a recognizable element on the stationery. The actual logo inside measures 29mm in width and 26.45mm in height.

The address zone, in which the contact information is displayed, starts 25 mm from the left side, 41 mm from the top, and extends to 110 mm from the left side to define the right side. From the top this is limited to 81mm to define the bottom.

Formatting
To ensure structured and read-able stationery, clear alignment has been chosen. All text is aligned with a 25mm margin from the left. For the content of the text, a right alignment is used at 195 mm. This formatting provides an efficient reading experience and also highlights the Djourney 'D' in the logo, maintaining a consistent visual identity.

Koninginnenlaan 196
7910 GR Utrecht

(030) 654 18 68
info@djourney.nl
www.djourney.nl

IBAN NL18 RABO 3651 0658 34
KvK 30073042
BTW NL901598331B01

Font

Back

40
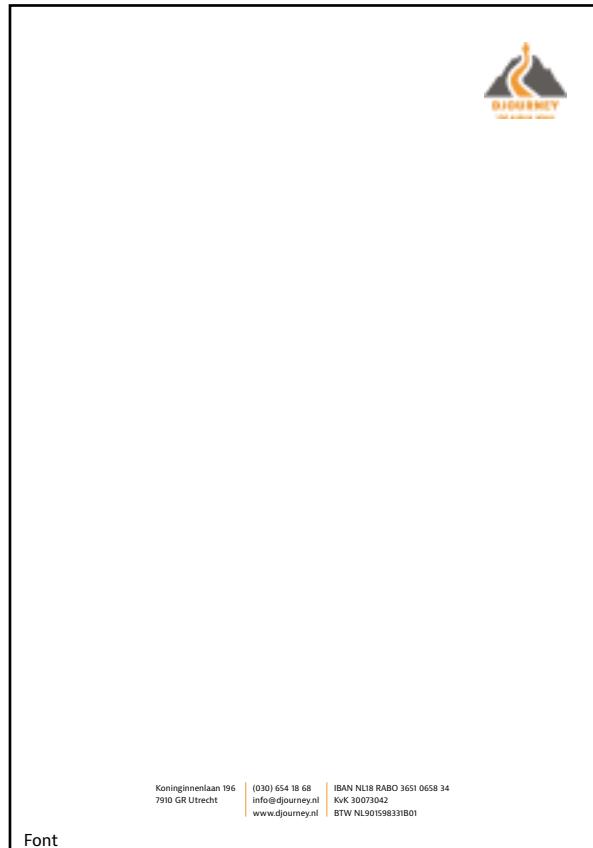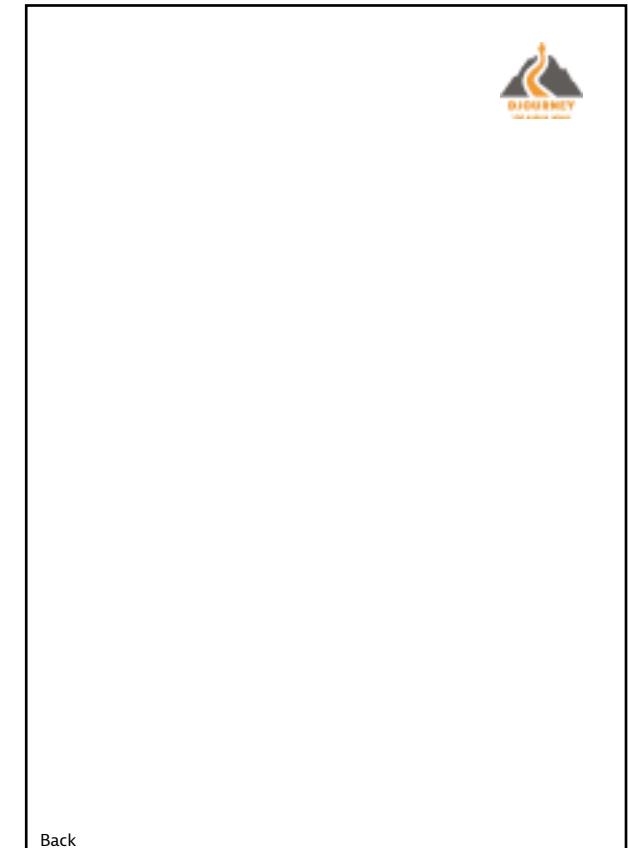
C5 window envelope

Process

Learning points
During the design process, I gained valuable insights into the specific challenges and limitations faced by window envelopes. I learned why some design elements may not be suitable for this type of envelope, such as printability issues and the risk of confusing mail sorters.

Elaboration
My final design reflects my understanding of the requirements for an effective window envelope. Removing the orange block from the design was an important step. This not only makes way for the postage paid mark, but also takes into account the required margins for printing. The result is a streamlined and efficient envelope that meets all functional requirements.

Logo Alternative
To ensure that the Djourney logo is clearly visible, I chose to include a logo alternative on the envelope. This allows the text in the logo to be read even through the window, increasing the brand's recognisability.

Use of color
I used Pantone colors for the colors on the envelope. Specifically, I used Pantone 130 U for the stripe and Pantone Black U for the text. The use of Pantone colors ensures consistent and professional print results that are in line with Djourney's corporate identity.

In short, my window envelope design combines functional efficiency with aesthetic consistency. It has been adapted to PostNL's requirements and at the same time maintains the professional appearance of Djourney's brand identity. I look forward to further feedback and approval for this design.

Attempt 1

DJOURNEY
Het andere reizen
Koninginnenlaan 196
7910 GR Utrecht

Attempt 2

DJOURNEY
Het andere reizen
Koninginnenlaan 196
7910 GR Utrecht

Finished

DJOURNEY
Het andere reizen
Koninginnenlaan 196
7910 GR Utrecht
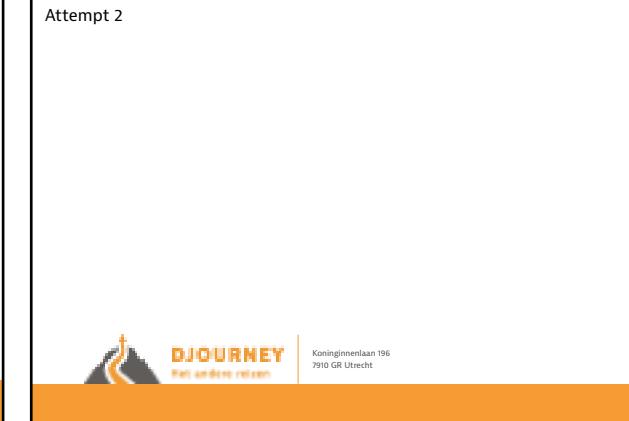
Business card

Process

Process and Elaboration
Here I present the process and the final design of the business card. During the design process I explored both portrait and landscape orientations. With a view to a cleaner appearance, I ultimately opted for the landscape format, which ensures a clear and professional presentation.

Text hierarchy
An essential aspect of the business card is the clear text hierarchy. I paid a lot of attention to this to ensure that the most important information, such as the name and contact details, is immediately noticeable and easy to read.

Logo Element
To integrate a subtle but recognizable element of the logo, I chose to place the arrow running through the mountain next to the contact details on the business card. This provides a visual cue to the Djourney brand without overloading the design. In

previous iterations I found that some concepts were too busy, so this more subtle approach worked better.

Back of business card
The logo is printed in white on the back of the business card, which gives a fresh and contemporary look. This creates visual variation and adds an element of modernity to the design.

Use of color
The colors I applied are Pantone 130 U and Pantone Black U. Using Pantone colors ensures consistency and quality in the print results, while maintaining Djourney's brand identity.

Poging 1 - Voorkant

Marijn de Jong
Directeur

06-54717266
m.dejong@djourney.nl

Koninginnenlaan 196
7910 GR Utrecht
(030) 654 18 68
info@djourney.nl
www.djourney.nl

Poging 1 - Achterkant

DJOURNEY
Het andere reizen

Poging 3 - Voorkant

Marijn de Jong
Directeur

06-54717266
m.dejong@djourney.nl

Koninginnenlaan 196
7910 GR Utrecht
(030) 654 18 68

info@djourney.nl
www.djourney.nl

Poging 3 - Achterkant

DJOURNEY
Het andere reizen

Marijn de Jong
Directeur

06-54717266
m.dejong@djourney.nl

Koninginnenlaan 196
7910 GR Utrecht
(030) 654 18 68
info@djourney.nl
www.djourney.nl

Poging 2 - Voorkant

DJOURNEY
Het andere reizen

Poging 2 - Achterkant

Uitwerking - Voorkant

Marijn de Jong

Directeur

06-54717266
m.dejong@djourney.nl

Koninginnenlaan 196
7910 GR Utrecht

(030) 654 18 68
info@djourney.nl
www.djourney.nl

Uitwerking - Achterkant

DJOURNEY
Het andere reizen

Mockup

Mockup and final letterhead

Overview
As a final step in the design process, I created an extensive mockup that includes all the elements of Djourney's correspondence set. All products are brought together to provide a holistic view of the corporate identity. The set consists of stationery, the front and back of the business card and the C5 window envelope, all consistently designed in line with Djourney's visual identity.

Uniformity and Consistency
A crucial aspect of this mockup is the uniformity and consistency across the entire correspondence set. All items have been carefully designed to maintain a cohesive look, with colours, typography and logo positioning adopted consistently. This ensures that Djourney's corporate identity looks recognizable and professional in every communication.

Practical applicability
When designing this correspondence set, I took practical applicability into account.

Visual Representation
This mockup provides a visual representation of what Djourney's corporate identity looks like in daily business communications. It allows the customer to get a taste of how the designed elements will function in practice.

In short, this full correspondence set mockup serves as a valuable tool to bring the design to life and evaluate how it will function in practice. It shows the coherence and professionalism of the Djourney corporate identity and is a crucial step in the development process of the brand's visual identity.
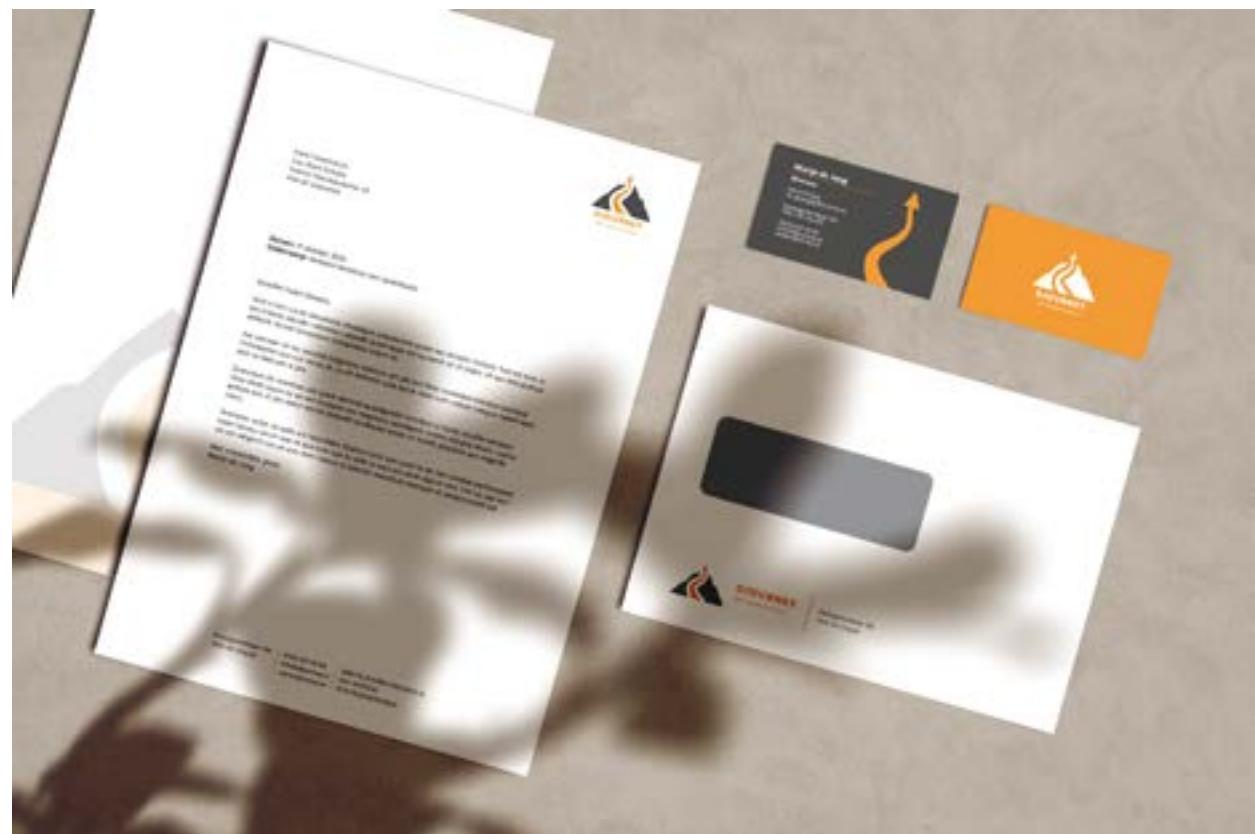
Brochure

Process

Here I have highlighted the creative process of the brochure for Djourney. My focus was mainly on creating the right atmosphere and setting up a well-thought-out text hierarchy. Designing the text was a challenge to which I paid special attention. In addition, I have integrated carefully selected images that strikingly represent the core values of adventure and meeting. Below you will find a detailed overview of the process and considerations that led to the final design of the brochure.

Brochure Process

Process and final brochure

Here you can see the completion of my creative process and the final elaboration of the brochure. In this phase I finalized the design and ensured that all elements fell into place seamlessly. I paid extra attention to details, layout, and the overall aesthetic of the brochure to ensure that it fits perfectly with Djourney's identity. Here you will find an overview of the final steps that led to the completed design of the brochure.

INDIVIDUELE REIZEN
Reizen en genieten in je eigen tempo
- Scherp geprijsd reisaanbod en zorgvuldig samengestelde routes
- Bepaal zelf je reisgezelschap, de duur, accommodaties, type vervoer en eventuele excursies
- Boek op een veilige manier (garantie van Nederlandse fondsen en rechten, ook in betaling)
- Vanaf prijzen exclusief vluchten

Vrijheid, blijheid tijdens de reis
Onze individuele rondreizen zijn speciaal ontwikkeld voor reizigers die op zoek zijn naar het ultieme 'vrijheid, blijheid gevoel'. Je deelt je vakantie immers in zoals jij het wilt!

Ook als je met een van onze groepsreizen reist, heb je veel individuele vrijheid. Je hebt voldoende tijd om in je eigen tempo te genieten van al het leuks dat de bestemming te bieden heeft. We reizen namelijk in kleine groepen. Doordat veel excursies facultatief zijn en ter plekke bij te boeken, kun je zelf bepalen aan welke onderdelen je wel of niet deelneemt.

Advies van specialisten
Djourney is een jonge, dynamische reisorganisatie boordevol kennis van alle uithoeken van de wereld. Onze medewerkers gaan diverse malen per jaar zelf naar onze reisbestemmingen om hun kennis up-to-date te houden. Daarnaast zijn de meesten zo gek op reizen dat ze ook met vakanties verre bestemmingen opzoeken. Zo krijg je altijd advies van een specialist.

Kies je voor een individuele rondreis, dan heb je rechtstreeks contact met medewerker die in dat betreffende land woont. Onze lokale Engelstalige specialisten kunnen je het beste adviseren hoe de reis er uit moet zien om aan jouw wensen te voldoe

Lokale agentschappen
We werken met betrouwbare, meestal eigen, agentschappen ter plaatse. Ze kennen de betreffende landen door en door en weten precies waar je de leuke plekjes, de sfeervolle hotelletjes en de gezellige restaurantjes kunt vinden. In samenwerking met deze agenten kunnen we ook snel inspelen op eventuele calamiteiten.

Vervoer en accommodatie = altijd top geregeld
Ter plekke reis je veelal met eigen vervoer (met chauffeur), zodat er bij interessante plaatsen gestopt kan worden. Soms leg je met opzet een traject af per lokale bus, boot of trein om de sfeer te proeven en in contact te komen met de lokale bevolking. Omdat de vlucht ook deel uitmaakt van je vakantie, zorgen we ervoor dat we met uitstekende luchtvaartmaatschappijen vliegen als KLM, Etihad Airways, Turkish Airlines of Lufthansa.

Kies Djourney omdat...
Alle voordelen op een rij

Ruim 80 rondreizen naar meer dan 50 verre bestemmingen

Groepsreizen
Single reizen
Individuele reizen

www.djourney.nl

Hallo daar,
Djourney is opgericht om de jonge (wereld) reizigers verre bestemmingen te laten ontdekken. We zijn gespecialiseerd in groepsreizen want zeg nou zelf, samen dingen ondernemen maakt alles altijd net ietsjes leuker (en makkelijker)! Naast avontuurlijke groepsreizen biedt Djourney ook speciale single reizen en unieke individuele rondreizen aan naar alle uithoeken van onze planeet.

Onze slogan is 'het andere reizen' en daarmee doelen we niet alleen op onze verre bestemmingen. Maar ook op de manier waarop deze worden beleefd. Onze reizen worden door onze reisspecialisten met liefde ontwikkeld.

Couples, singles of friends? Het maakt allemaal niet uit, want we bieden voor ieder wat wils! Neem eens een kijkje bij ons reisaanbod en kies de bestemming die bij je past! Iedere groeps-, single of individuele reis biedt een perfecte mix van actie, avontuur en plezier, dus 100% reisfun gegarandeerd! Hoe anders wil jij reizen? De verschillende soorten (rond)reizen lichten we hier verder toe:

GROEPSREIZEN
Onvergetelijke groepsreizen voor de beste prijs
- Keuze uit ruim 80 rondreizen naar meer dan 50 verre bestemminge
- Reizen in kleine groepen (max. 24 deelnemers)
- Lokale Engelstalige reisbegeleiding
- Vanaf prijzen inclusief vluchten
- Ruim 25 jaar ervaring in het organiseren van verre groepsreizen

SINGLE REIZEN
Alleen reizen, maar toch samen in een groep
- Een aantal groepsreizen vertrekdata zijn gereserveerd voor alleen reizenden en singles
- Routes en voorwaarden zijn identiek aan onze reguliere groepsreizen; er mogen echter geen stelletjes mee
- Hierdoor ontstaat een leuke groepsdynamiek
- Vanaf prijzen inclusief vluchten

'door onze locals kom je buiten de gebaande paden'

Hanna in Havana
Vorige zomer maakte ik met Djourney een prachtige single reis door Cuba. Ondanks de armoede zijn de mensen er super vriendelijk en behulpzaam. Over is muziek en dansen de mensen op straat. Tropische stranden, heerlijke cocktails en oldtimers waar je kijkt. Indrukwekkend was het mausoleum van Che. En heb er nog een paar leuke vrienden aan over gehouden ook!

Djourney is een onderdeel van Djean
Kijk voor alle rondreizen, bestemmingen en actuele prijzen op onze website
www.djourney.nl

Wij zijn van maandag t/m vrijdag per telefoon, e-mail, chat en sociale media van 10.00 uur tot 16.00 uur bereikbaar.
Mail ons info@djourney.nl
Bel ons (030) 654 18 68
Chat met ons via www.djourney.nl
Vindt ons op instagram, facebook en youtube.

Brochure

Mockup of the brochure

Here you see a realistic mock-up of the brochure, showing first the front and then the back of the brochure. This mock-up is a visual representation of the final design and gives you a concrete idea of what the brochure will look like when printed. This allows us to accurately assess the placement of images, text and other elements and make any adjustments before the final print order is issued. The mock-up helps us to assess the visual impact and usability of the brochure and ensure that it meets all requirements.

Wireframe & Flowchart

TUI App

Here I developed a wireframe and flowchart for the TUI app. The wireframe consists of 8 screens, in which the visual lay-out and placement of elements are detailed. In the flowchart I mapped out the interactions and navigation flow within the app by connecting the different screens and defining the user flow.

This wireframe and flowchart are an essential tool in the design process, allowing a structured and coherent app to be developed. By visualizing the user experience we can identify and resolve any issues at an early stage, resulting in a more effective and user-friendly app.
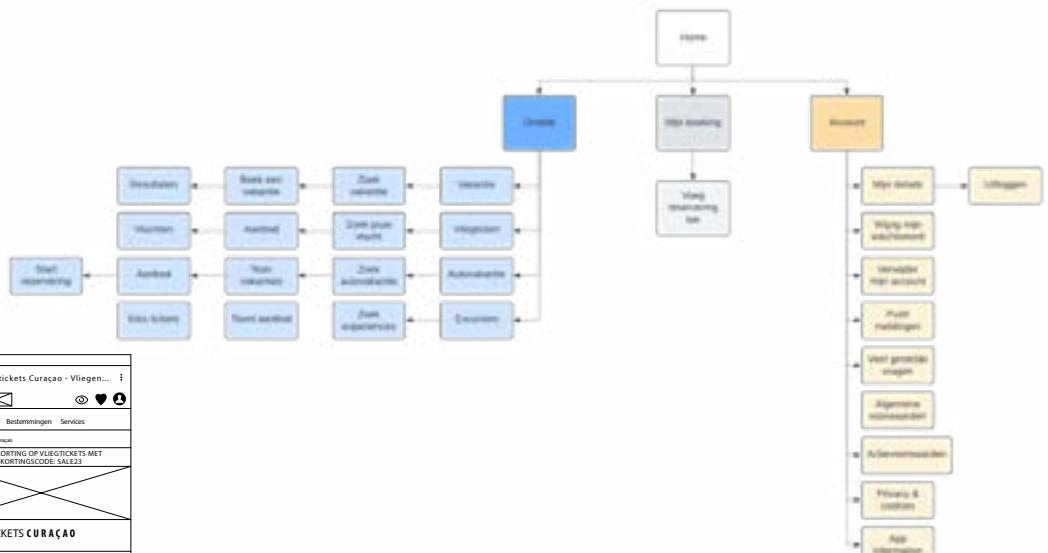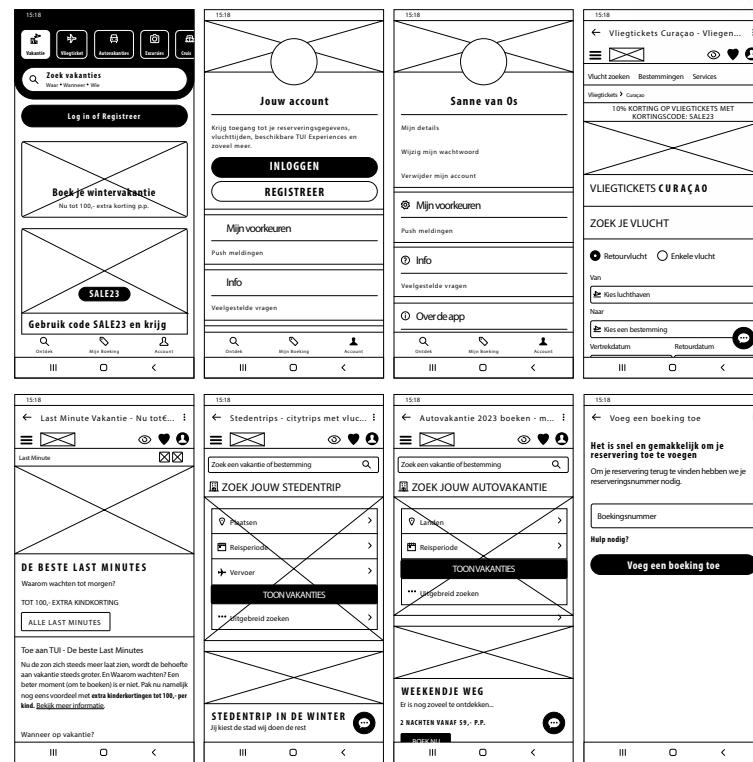
Wireframe

Wireframe sketch for Djourney App

In this section I present the wireframe I created for the Djourney app. My goal was to illustrate the visual appearance of the app, paying special attention to the use of color. The Djourney logo is central to my design, with a hamburger menu on the left and a telephone button for direct contact on the right. This design is placed on a gray background with orange text accents, which provides a recognizable and user-friendly appearance.

App

Djourney App

In this section I present my design for the Djourney app, where I have kept the same style as that of the brochure. My goal was to give the app a modern look that is user-friendly and intuitive to operate.

To optimize the user experience, I chose to merge some screens, such as the checklist. This makes it clearer and more convenient for the user.

Another change I made is merging the diary feature with the ability to add photos and videos. This allows users to easily maintain their diary and add relevant photos and videos directly below. If I were a Djourney customer myself, I would like to use the app simply and efficiently.

My design focuses on providing a seamless and intuitive experience for the users, with all necessary features easily accessible. I am confident that this design will contribute to the satisfaction

Link to app

Link to video
Link to Youtube link

and ease of use of the app for travelers.

Presentation

Djourney's new corporate identity

Here I have put together a pre-sentation for Djourney that has a duration of 3 minutes and 17 seconds. My goal is to present my work in an effective way and give you insight into how I have used my time and creativity. The new corporate identity that I have developed is specifically designed to fit seamlessly with the needs of the new target group.

Link to Youtube presentation