



REFINE ASIA

BY FOCUS ASIA

STRATEGY⁰³

IDENTITY⁰⁶

PHOTOGRAPHY¹⁰

APPLICATION¹¹

Strategy

Approach

Brand Idea

Travel Styles

Our Approach

This rebranding refreshes Refine Asia's identity, elevating its style and sophistication to the level of a revered luxury brand. We avoid looking materially kitsch, and instead focus on delivering a high quality travel experiences to clients with an understated brand appearance.



Strategy

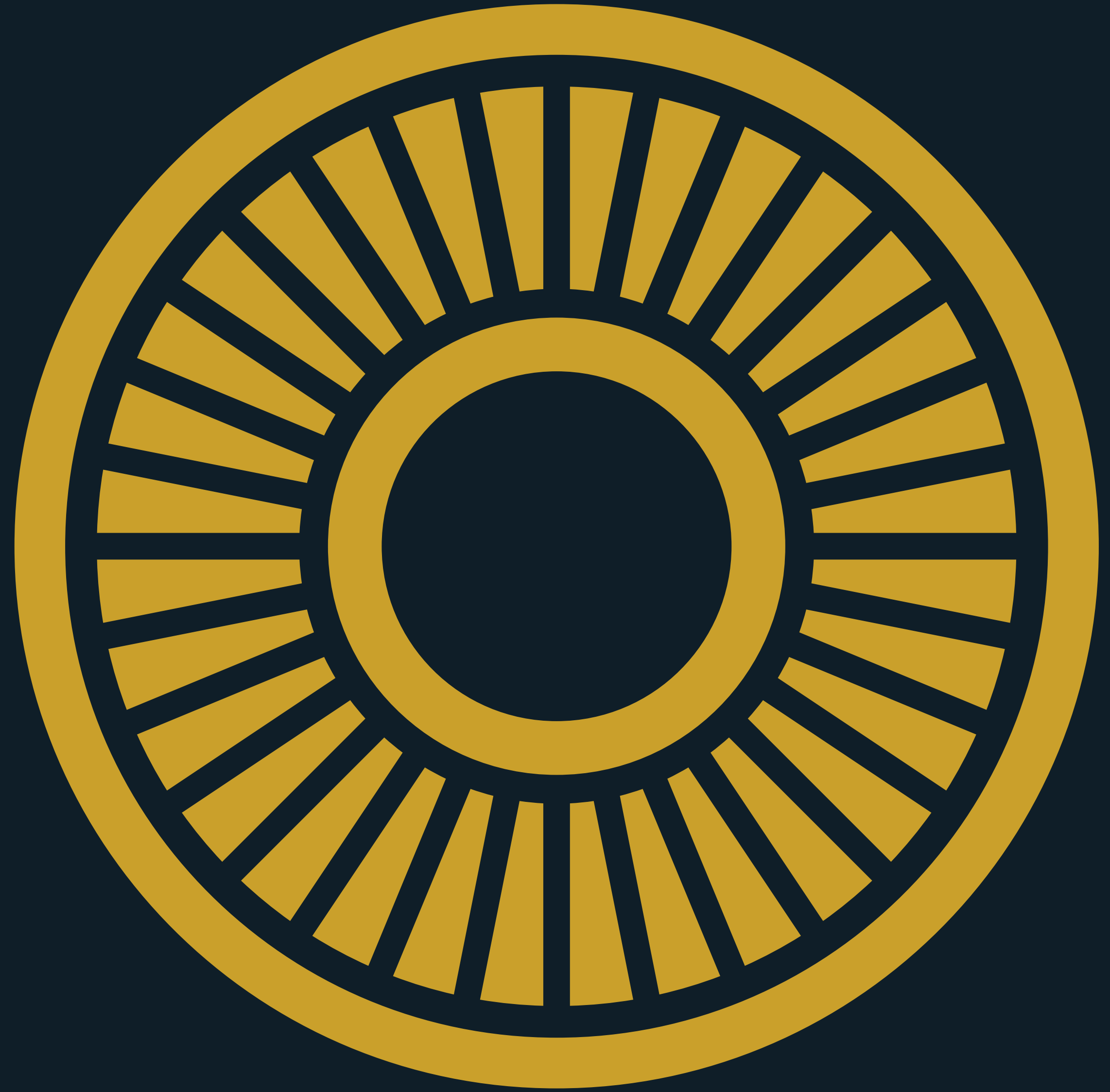
Approach

Brand Idea

Travel Styles

Brand Idea

Our icon symbolizes an ancient coin and connects back to the brand name: Refine Asia. It is refined, polished and reflects a former time of wealth.



Strategy

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Travel Styles

Indulge

A premium, luxury travel experience. Every tour is uniquely tailor-made and includes three levels of our luxury package: Lotus, Silk and Jade.

Senses

Extraordinary and authentic travel experiences that bring guests close to the local culture. Discover experiences built around food, music, film and more.

Journeys

Classic programmes for leisure travel with specialized themes. Tours are from Focus Asia and are repackaged under Refine Asia.

Wow!

Be wowed with impressive gala dinners, team building activities and corporate meeting packages. Wow! is our MICE segment of Refine Asia.



INDULGE



SENSES



JOURNEYS



WOW!

Identity

Logotype

Identity

Colours

Typography

Logotype

The Refine Asia logotype consists of both the icon and the wordmark. The logotype must be shown with the icon together as part of our visual identity. There are two main versions of our logotype: light and dark. The primary logotype will be featured on our midnight blue background, while the secondary logo will be on a lighter coloured background.

Black and white logo

For certain print purposes, a black and white logo is needed. This could be placed on receipts, used for stamps, or for documents in black and white.



Identity

Logotype

Identity

Colours

Typography

Our visual identity

The visual identity for Refine Asia consists of large text written with our typography, Chap, overlaid on top of impressively beautiful travel imagery. Advertisements feature key slogans that relate to one or all our four travel styles. Destination photography completes the aesthetic with less vibrant images than our travel counterpart, Focus Asia. Our identity remains a contemporary yet understated luxury travel company.



Identity

Logotype Identity

Colours

Typography

Colours

The two primary colours of Refine Asia's palette are **midnight blue** and **Buddha gold**. These colours represent the strong identity of Refine Asia, giving it its classy look. The gold should be used sparingly in an understated way. The off-white **Coconut Milk** colour is used for the typography and as backgrounds to give it a softer, warm feel. Coconut Milk and Buddha gold strongly tie in with colours found throughout Southeast Asia. Finally, the **plum** colour can be used as alternative background colour to midnight blue for certain collaterals.

Midnight Blue

PANTONE 7547 C
HEX 131E29
RGB 19 30 41
CMYK 99 74 31 84

Buddha Gold

PANTONE 7555 C
HEX D29F13
RGB 210 159 19
CMYK 0 28 98 11

Coconut Milk

PANTONE 11-0608 TPG
HEX F0EDE5
RGB 240 237 229
CMYK N/A

Plum

PANTONE 7449 C
HEX 41273B
RGB 65 39 59
CMYK 65 98 21 83

Identity

Logotype

Identity

Colours

Typography

Our typeface

Our typeface for our brand and logotype is **Chap**, developed by Lauri Toikka & Florian Schick in 2016. Chap is a mix of the smooth and the sharp, and is a modern typeface that pays tribute to sans-serif while retaining small elements of calligraphy. **Chap Light** is used in our logo. Heavier font weights (Medium, Semibold, Bold, Black) may be used for headings in print collaterals.



Photos

Team portraits

Team portraits

Our style for team portraits in Refine Asia is a retro, **black and white, film noir** aesthetic. These photos feature our staff dressed in traditional clothing, being mindful of how clothing styles have evolved into the present, against a **textured backdrop** that is unique to each destination. These photos are not taken in a square format, and may also feature people looking away into the distance. These images, similar to our branding style, evokes memories of a former time of travel.



Application

Email

Name Cards

Stationery

MICE Planner

Templates

Presentations

Our email signature

Our signature is simple and elegant. The design features our brand colours, logotype, and associated organizations strewn across the bottom. The design takes elements and organization from Focus Asia's email signature, but uses less vibrant colours. The signature is HTML coded in order to keep the structure and design intact across most major email systems. Specific instructions for mail services will be distributed by the marketing department.

Kyle Wagner (Mr.)

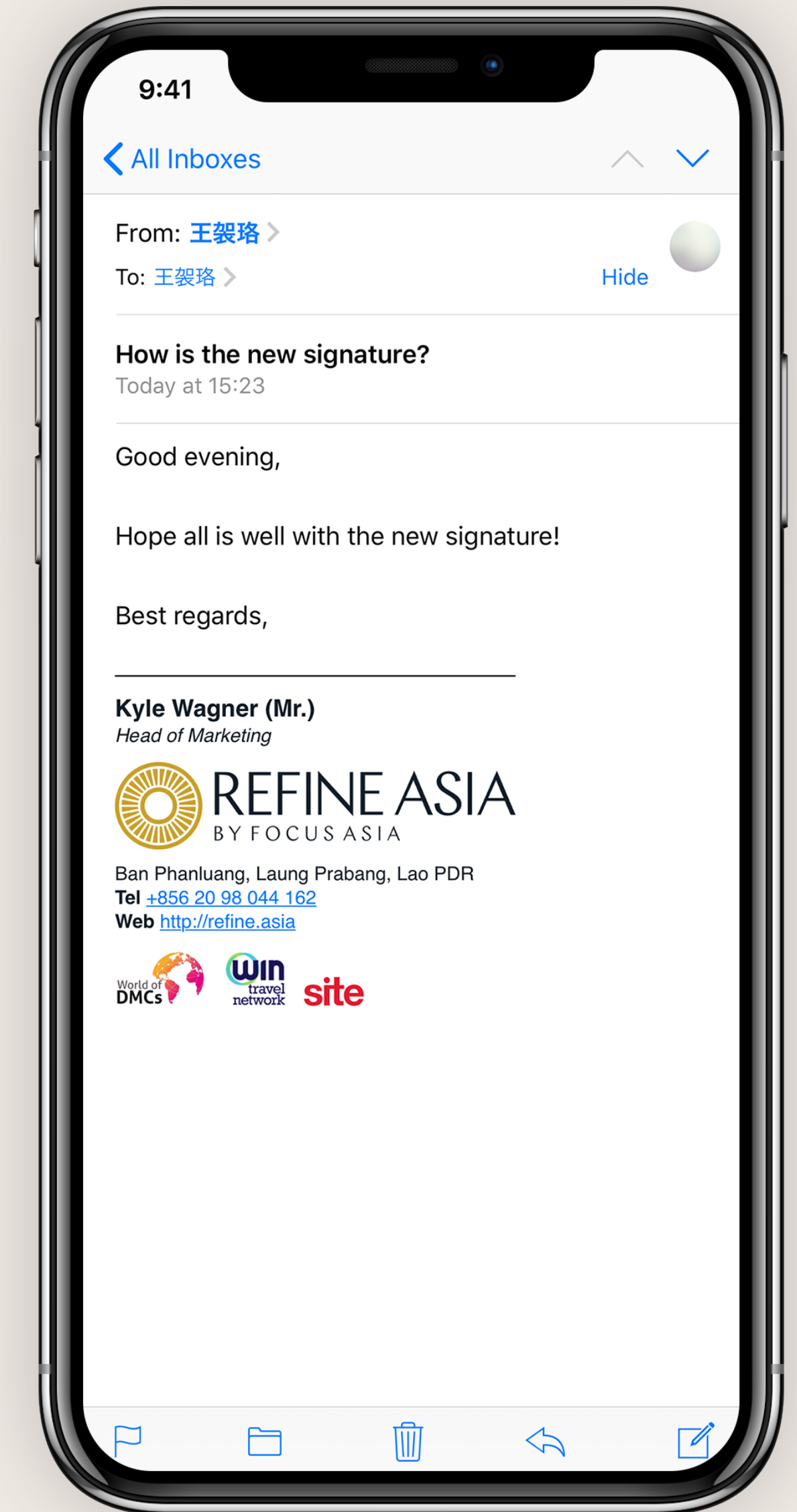
Head of Marketing



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Web <http://refine.asia>



Application

Email

Name Cards

Stationery

MICE Planner

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Presentations

Our name cards

Refine Asia's business cards feature our coin icon cut off on the left edge and wrapping around into the backside. This draws curiosity to the back of the card, where our contact information for person can be found. All of our destinations are listed on the bottom of the card for clients to easily remember.



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Our stationery

Our general stationery includes a business card, a letterhead template, and a ticket envelope. The branding for these materials features our main brand colours and logotype. Other collaterals will be further discussed and designed together with these. Templates are made in InDesign and in Microsoft Word.

