**IMPORTANT:** The icons in this document are **ONLY** to illustrate **ideas and concepts** for the layout of the icon.

**NOT** the design style of the icon. The design style is included in the project description.

On average, each icon will be about **One Inch** **Wide**

**Company Credentials Icons**

These are to show our clients that the companies we work with have have their credentials checked

**Qualification Icon**



**I.D**



**Company Registration**



**Insurance**



**Home Page Icons 1**

These icons are to illustrate the difference between our staff and typical agents and concierges

* **1. Travel Agent**

This needs to be a fairly simple icon (similar to below) **Blue**

You can use more than one shade of blue to give depth



* **2. Hotel Concierge**

The same style as above, but with a desk in front of the person. **Green**

You can use more than one shade of Green to give depth

* **3. Travel Concierge**

The same style as above. This icon needs to be much more fun, colorful & superior to the other 2 icons **Blue & Green**

(Maybe with sun glasses, palm trees, hammock or something to indicate ‘Local’ or ‘cool’)

**Home Page Icons 2**

These are icons to illustrate what we do and how it helps

1. **Accurate Travel Information**

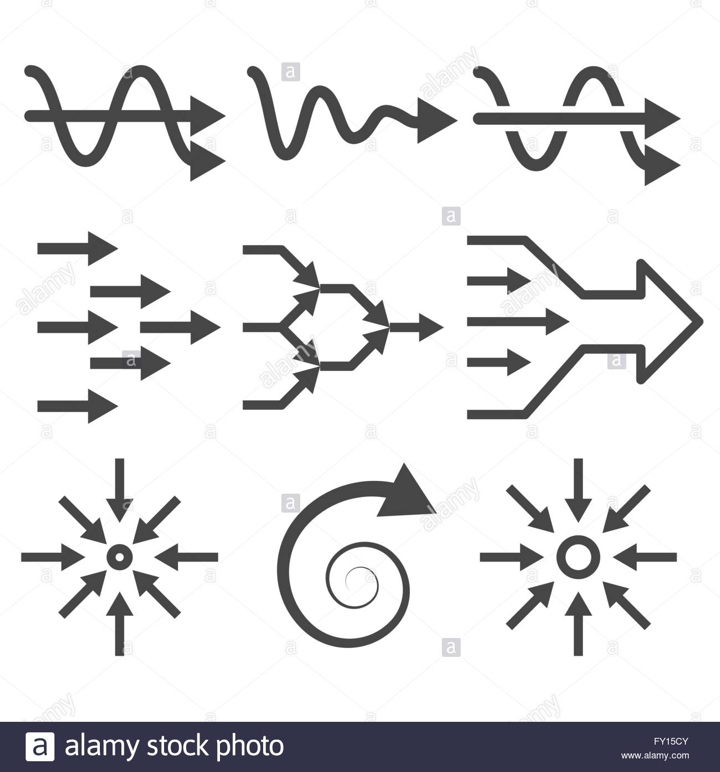
This is to illustrate accurate information about travelling. Good use of map, pin, target or magnifying glass.





1. **Simplifying Booking Process**

Illustration to indicate a simplified process



1. **Heaps of Training**

This is to indicate that our team has lots of training. The way we train is by sending our agents travelling to experience all the tours. So a backpacking icon might work here.



1. **Best Tour Operators**

Icon that illustrate the best, like a medal or a ribbon. Maybe put something tour related in middle.



1. **Avoid Travel Issues**

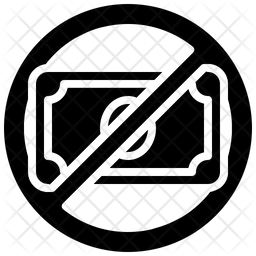


**Tour Partner Page Icons**

These illustrations are to show tour operators the benefits of signing up with us

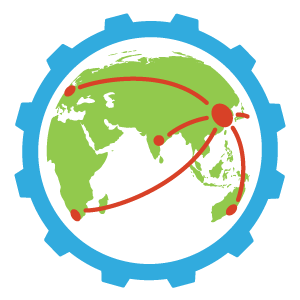
**Free Sign Up**

Simple dollar in within a ‘no entry’ circle



**Reach a Wider Market**

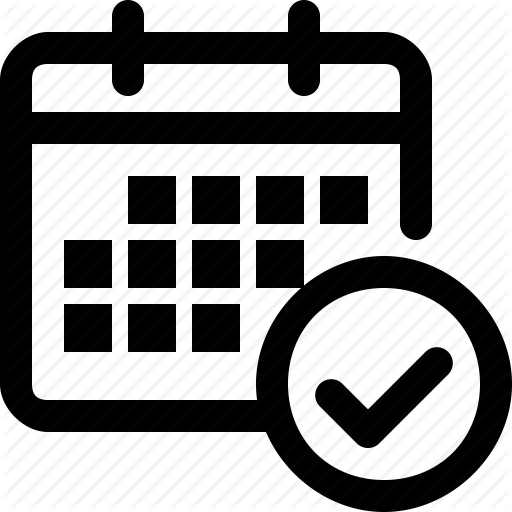
This is to illustrate widening your market range (Marketing). In this icon, I like how one point has curves reaching out to multiple other points. A simplified version of the world map should be used.



**Increase Your Sales**

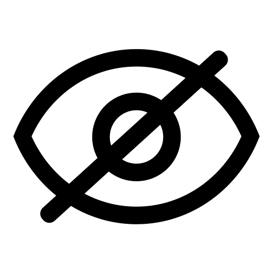


**Fill Empty Slots**

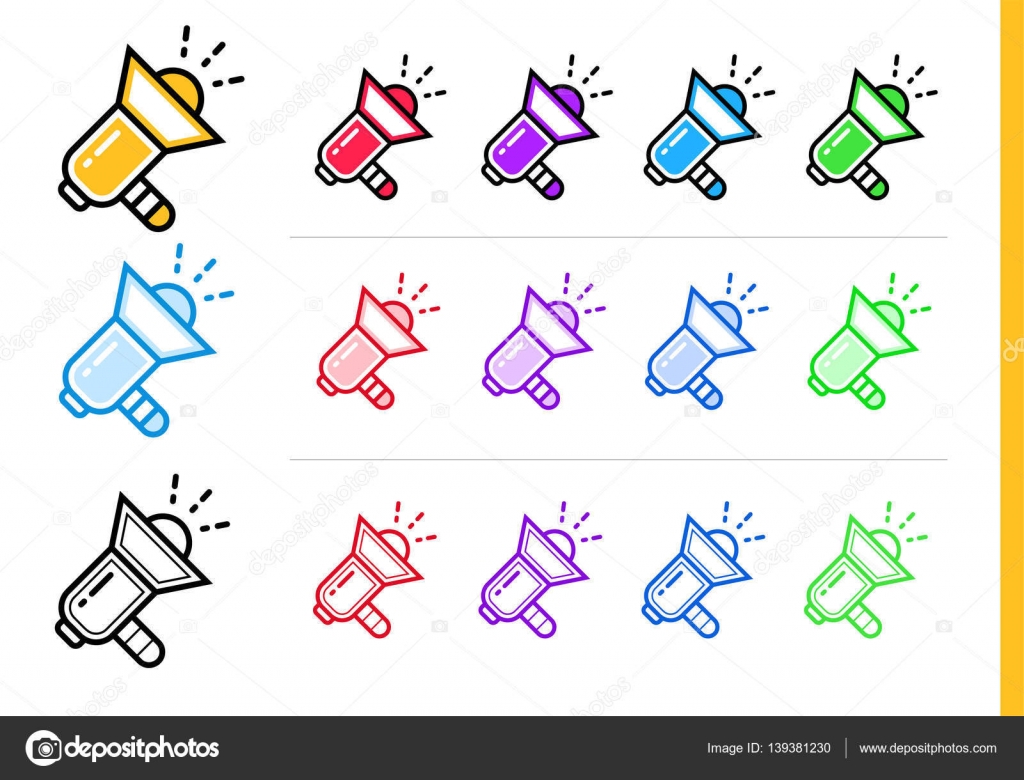


**Protect From No-Shows**

This is to illustrate protection from clients that do not show up for their Tour



**Promote Your Brand**

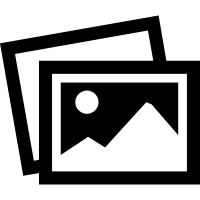


**Agents Who Know**

This is to illustrate that our Agents have superior experience and knowledge (by experiencing the tours themselves)



**Professional Photos**

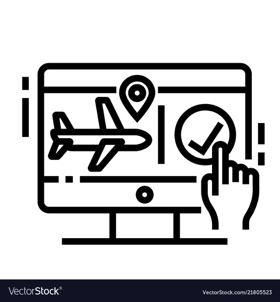


**Active Cross Selling**



**Free Booking Management**

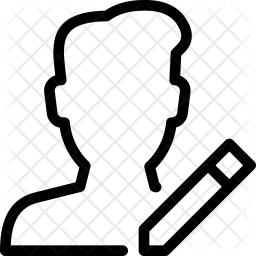
Icon to illustrate booking software management



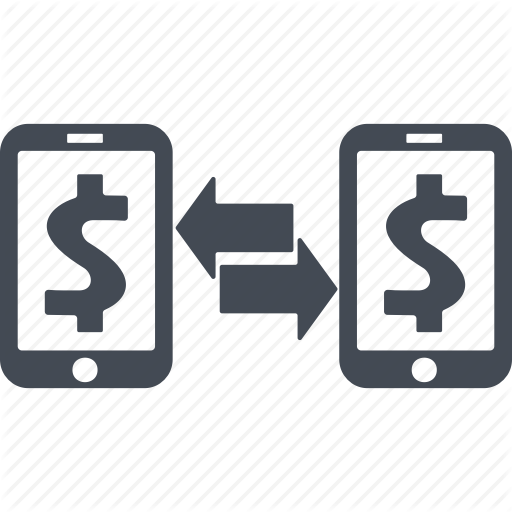
**Company Sign Up Icons**

This is to illustrate the sign up process for new tour operators

**Edit Your Profile**



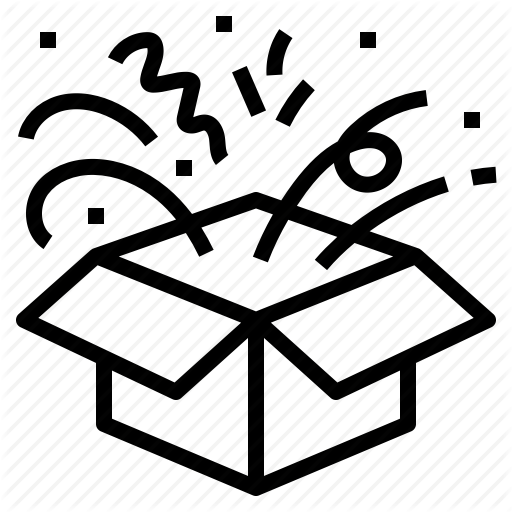
**Set Up Payment Method**



**Take Bookings**



**Wow Your Guests**



**Get Paid**

