

Ship&Play™

There's a better way to travel.

QUICK BRAND GUIDELINE REFERENCE SHEET

Ship&Play is a concierge luggage service that removes the heaviest part of travel — managing bags — so your clients move freely and you elevate every journey.

Tagline

Pack everything. Carry nothing

Value Proposition

Time matters. Ship your luggage..

TM

TYPEFACES

Aa Bb Cc 123
Poppins SemiBold
Headlines

Aa Bb Cc 123
Poppins Medium
Sub-headers

Aa Bb Cc 123
Poppins Regular
Body copy

LOGO USAGE

- Do**
- Navy switches to white on dark backgrounds.
 - Ampersand (&) is always gray.
 - Maintain minimum clear space at all sizes.

- Don't**
- Don't skew, stretch, or rotate the logo.
 - Don't add strokes or drop shadows.
 - Don't change brand colors or use low contrast.

Ship&Play

Clear space = height/width of the ampersand (&) on all sides.
Minimum size: 155 px × 31 px.

ICONS & ELEMENTS



Secondary

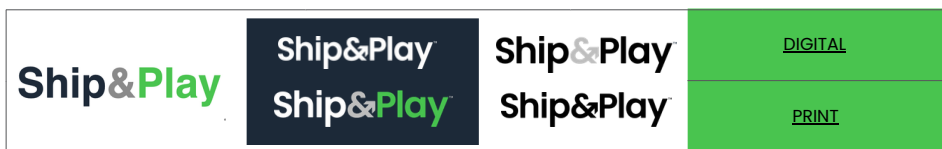
Primary

COLOR PALETTE

In the clouds	#FFFFFF
Relaxed Gray	#BFBFBF
Sun Chaser Yellow	#FBBB15
Poolside Blue	#A0D2F5
Tee-Box Green	#49C44F RGB 73 · 196 · 79
Off Shore Navy	#1C2938 RGB 28 · 41 · 56

LOGO DOWNLOADS — CLICK YOUR PREFERRED FILE TYPE TO DOWNLOAD

Logo



Imagery



PRIORITY MESSAGES

Pain-Free Experience

We remove the friction from travel — no waiting at baggage, no lugging, no stress. Just show up and go.

Exceptional Support

Real humans, responsive follow-up, and proactive tracking so travelers are never left wondering.

Prioritize What Matters

More time for the people and places that matter. We handle the luggage so travelers can be present.

Brand Personality

Supportive

We have travelers' backs at every step.

Friendly

Warm, human, and approachable.

Dependable

We deliver — literally and figuratively.

Revolutionary

Rethinking how people travel with gear.

Inspiring

Freeing people to do more of what they love.