



We can change the look of almost anything to suit your design ideas. But you probably won't want us to because it's fiercely expensive and you don't need to. Here's why.

We already brand **every page and email** with your name, the name of your product, and a link to your Web site. That way, travelers and their buddies will always be reminded who brought them these wonderful experiences. This branding is exclusive - no other travel vendors' names appear on the pages or emails of your traveler or their buddies (unless you care to credit the booking travel agency for your traveler - but that's up to you).

Our layouts, graphics, typography, color palettes, and photographs are carefully crafted to be product **agnostic**. They can apply to your most expensive trip as well as to your most bargain basement trip.

Finally, the travelers don't want *your* branding on *their* scrapbook. Remember the scrapbook needs to be **owned and loved** by the traveler as if it was their very own (and it is). Your corporate branding doesn't work well to be dominating everywhere. Subtle works.

Fortunately, the **most important branding** doesn't happen in the pictures, it happens in the text. We use your brochure text to describe each day's adventures. This is the single most significant branding for your product. We make available to you the complete text used for a tour, including the overview, the daily blurbs, the hotels and activities referenced by those blurbs, and the text of the daily on-tour emails so that you can mark them up for changes. We reserve the right to edit for Scrapbook Style so your travelers don't get a constant sales pitch. That just makes travelers want to scream.

In the end, savvy travelers will overwrite our starter-text with their own journals and upload their own pictures to tell the story of how terrific their trip with you was. That's the **best branding**, right there.