



# YouTrip Illustration 2.0

## Design Brief

## About YouTrip:

We're here to change the way you use travel money.

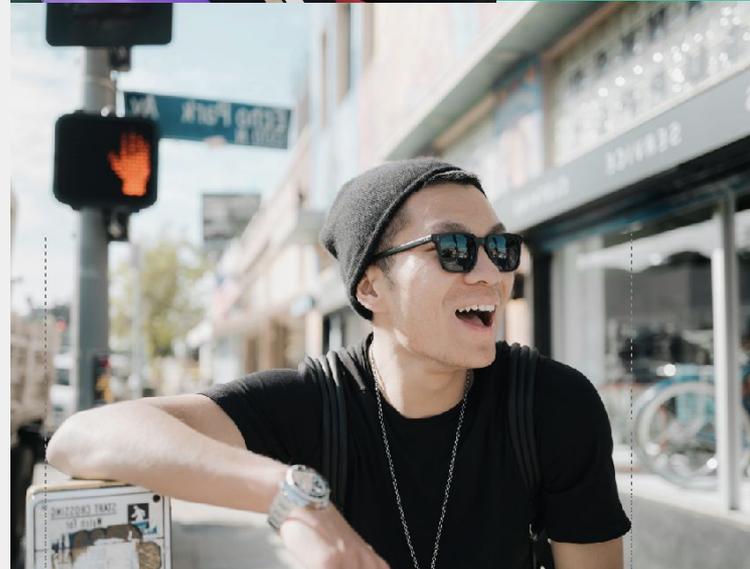
With YouTrip multi-currency travel wallet, you can spend worldwide with the best rates every day in 150+ currencies. No fees. Ever.

Learn more about us here: [go.you.co/aboutyoutrip](https://go.you.co/aboutyoutrip)

## Project overview

We're getting a new look in 2020 and as part of this exercise, **we need a fresh illustration style**. This is where you come in!

You will craft our new illustration style guide and pioneer the first series of illustrations. You will need to have good time management, is proficient in Adobe Creative Suite (Adobe Illustrator / Photoshop), and is able to draw.

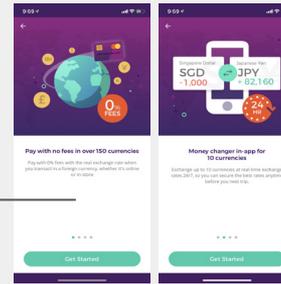


## The design problem:

Current illustrations lacks personality; it is technical, cold and does not embody the spirit of 'travel'.

Style is outdated and not unique to the YouTrip brand.

### Current illustration style:



## The goal:

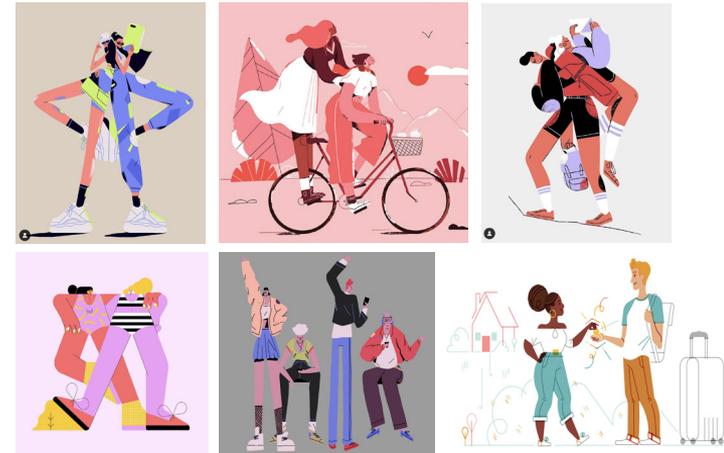
The YouTrip brand aims to embody a **fun, down-to-earth** and **reassuring** personality that the **millennial traveller** can relate to.

Illustrations should bridge the gaps identified above.

## HOW:

- Introducing the **'YouTrip Travel Squad'**
  - Illustrated characters that symbolises our key target audience - millennial travellers
- Updating overall style to the latest design trends, while staying unique to the brand

### Examples of Illustrated Characters (For illustration purposes only)



## Deliverables:

- **Illustrations**
  - YouTrip Travel Squad characters (x 3 - 5)
  - Non character illustrations (x 10)

Output:  
High Quality Editable Vector PDF, AI format.

- **Illustration style guide**

**Examples of Illustrations. Style does not have to follow the given examples. (For illustration purposes only)**

**YOU**TRIP

YouTrip Squad characters



Non character illustrations



## Project timeline:

<b>14 Feb</b>	Concept submission
<b>21 Feb</b>	Commission project
<b>End Mar/ Early April</b>	Conclude project

*\*Project budget will be negotiated upon commission*

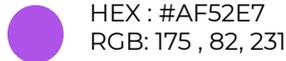
## Keep your asset direction in check with this checklist:

### Illustrations should:

- ✓ Embody the spirit of 'travel'
- ✓ Bring a personable, human touch to the brand (characters, lifestyle setting)
- ✓ Be unique as a brand identifier
- ✓ Be consistent with brand direction (utilising new brand palette)
- ✓ Be UI/UX friendly and easily adaptable to extended marketing channels

### 2020 Brand Palette

#### Primary Colour

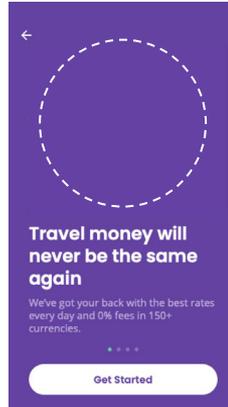


#### Secondary Colour

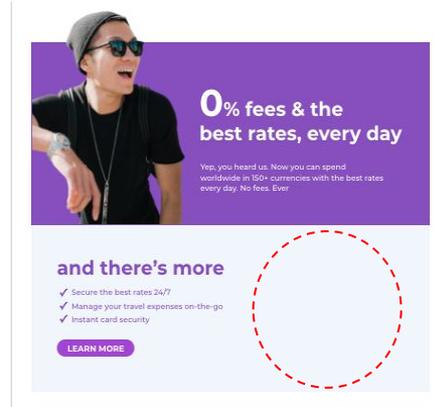


### Channel placements to consider:

#### In-app



#### Website



## Interested in this project?

1. Register your interest here at [go.you.co/illustrator-apply](https://go.you.co/illustrator-apply)
2. Submit a proposed concept on the form
  - o 1 x character illustration

### **Concept submissions close 14 February 2020**

Should you be commissioned for the project, you will be contacted by 18 February through the contact details provided on the form.

If in doubt, drop us a message at [marketing@you.co](mailto:marketing@you.co)!