



BRAND GUIDELINES

For partners and suppliers

EDITION 2026

WELCOME

Working with Destination Peru

Destination Peru is a luxury destination management company creating private, tailored journeys across Peru. We are U.S. and Peruvian-owned and have been operating since 2012.

Our guests often meet the brand before they meet us: on a proposal, a partner's website, a guide's jacket or a welcome sign at the airport. This guide explains how to present Destination Peru consistently wherever it appears.

Please use it whenever you design, print, embroider, publish or produce anything that carries our name or logo, and send us a proof before anything goes live.

In this guide

Logo	Versions, colorways and the files to use
------	--

Logo use	Clear space, minimum size and what to avoid
----------	---

Color and type	Our palette and typefaces
----------------	---------------------------

Guide uniforms	Apparel, badges and airport welcome signs
----------------	---

Imagery and voice	How our photography and writing should feel
-------------------	---

LOGO

Our logo

The logo pairs the interlocking DP monogram with the Destination Peru wordmark. Always use the supplied artwork files; never redraw or retype it.

Primary: stacked



DEFAULT FOR APPAREL, SIGNAGE, BADGES, SOCIAL MEDIA AND PROPOSALS

Stacked with descriptor



TRADE AND AGENCY MATERIALS, LISTINGS AND PRESENTATIONS

LOGO

Horizontal wordmark



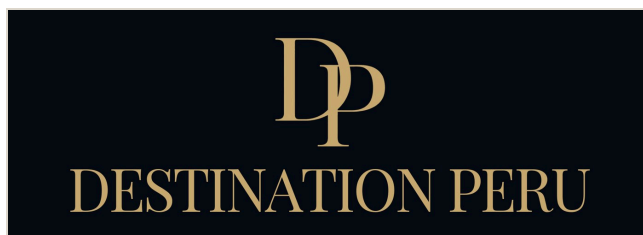
WEBSITE HEADERS, EMAIL SIGNATURES, DOCUMENT HEADERS AND WIDE BANNERS

Monogram



For small or square spaces: social avatars, favicons, tight embroidery and seals. Use the monogram alone only where our full name appears nearby or the space is too small for the stacked logo.

Colorways



BLACK, WHITE OR CHAMPAGNE GOLD, ON WHITE OR MIDNIGHT. TRANSPARENT VERSIONS ARE SUPPLIED FOR USE ON PHOTOGRAPHY.

Using the logo well

Please do

- Use the supplied files at their original proportions.
- Keep clear space on every side equal to the height of the D in the monogram.
- Keep the stacked logo at least 25 mm (1 in) wide in print and 120 px wide on screen. Below that, use the monogram.
- Place the logo on white, midnight or a calm area of a photograph.
- Choose the black version on light backgrounds and the white or gold version on dark ones.

Please avoid

- Drop shadows, glows, outlines, gradients, bevels or translucent boxes behind the logo.
- Stretching, rotating, cropping or rearranging its parts.
- Recoloring it outside the brand palette.
- Adding taglines, words or graphics inside its clear space.
- Placing it over busy detail where it becomes hard to read.

Our trail brand

Inca Trail treks are operated by our own trail company, Inca Trek by Destination Peru, which has its own logo. Please use the Inca Trek logo for trekking content and the Destination Peru logo for tailored journeys and tours.

Approvals

Send a proof of any item that uses our name or logo (apparel, print, signage, web pages or advertising) before it is produced or published. We will reply quickly.

COLOR

Color palette

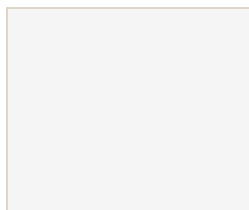
Near-black midnight and white carry the brand. Champagne gold is an accent, used sparingly.



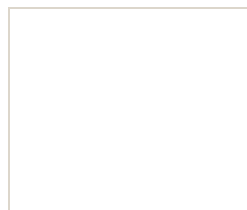
Midnight
HEX #060B13
RGB 6 11 19



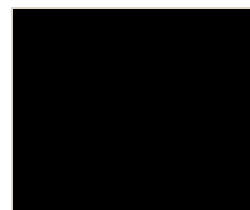
Champagne Gold
HEX #C9AA71
RGB 201 170 113



Off-White
HEX #F5F5F5
RGB 245 245 245

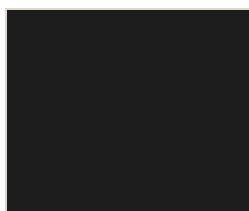


White
HEX #FFFFFF
RGB 255 255 255



Black
HEX #000000
RGB 0 0 0

Apparel and signage colors



Uniform Black
Polos, jackets, caps,
lanyards



Stone
Alternate polos, jackets,
caps



Andean Red
Trim only: tipping, zipper
pulls, sign rules

Textile suppliers: we will confirm Pantone references with you before production.

TYPOGRAPHY

Playfair Display

Headlines, names and welcome signs. Regular weight, sentence case, generous spacing.

Lato

Body text, details and prices. Light or regular weight.

LETTER - SPACED CAPITALS
for short labels only.

Guide uniforms and welcome signs



ITEM	COLORS	LOGO
Polo shirt	Black or stone, Andean red tipping on collar and sleeves	Stacked logo embroidered on the left chest, about 7.5 cm wide. White on black, black on stone
Soft-shell jacket	Black or stone, Andean red zipper pulls	Stacked logo on the left chest, about 8 cm wide
Cap	Black or stone	Stacked logo centered on the front panel
Name badge	White badge on a black lanyard	Stacked logo at the top, name and role below in Lato
Welcome sign	White board, black type, short Andean red rule	Stacked logo at the top, "Welcome" in Playfair Display, guest name below

One logo per garment, with no additional slogans. Guides wear dark trousers and plain dark shoes or hiking boots.

Photography

- Editorial travel quality: considered composition, rich detail and room for the scene to breathe.
- Natural color: believable greens and skies, soft highlights. No dramatic presets, artificial sunsets or heavy filters.
- Real places and real service. Do not alter landscapes or show properties we do not use.
- When a photo carries our logo, keep it small and flat, inside the composition, roughly 15 to 20 percent up from the bottom edge.

How we sound

Warm, knowledgeable and unhurried.

We describe Peru the way our guests experience it: private guides, a night beside Machu Picchu, time to wander Cusco. We write plainly, let specific details convey quality, and avoid hype and exclamation marks. When referring to us, use "Destination Peru" in full; the monogram is not a substitute for our name in text.



BRAND QUESTIONS AND APPROVALS

jared@destinationperu.com

destinationperu.com

EXCEPTIONAL JOURNEYS. THOUGHTFULLY CURATED.