



U CHINA
TRAVEL

BRAND GUIDELINE 2017

FONTS

Produced by



WORK SANS

WEIGHT : 500
COLOR -
RGB #141414

About us

Traveling is a very personal experience. We believe it is about freedom, sharing experiences and precious time with loved ones outside of the daily routine of life. U China Travel makes the time more relaxed and joyful to ensure our guests will make great lifelong memories and inspirations from the trip. Therefore our itineraries are designed with our guests' interest, avoiding all things that target tourists and instead we just treat our guests as one of the locals in each city they visit. Our local guides show guests around like friends and introduce the places where they live.

WORK SANS

WEIGHT : 300
COLOR -
RGB #444444

Our favorite all time

REGION / CITY

WORK SANS

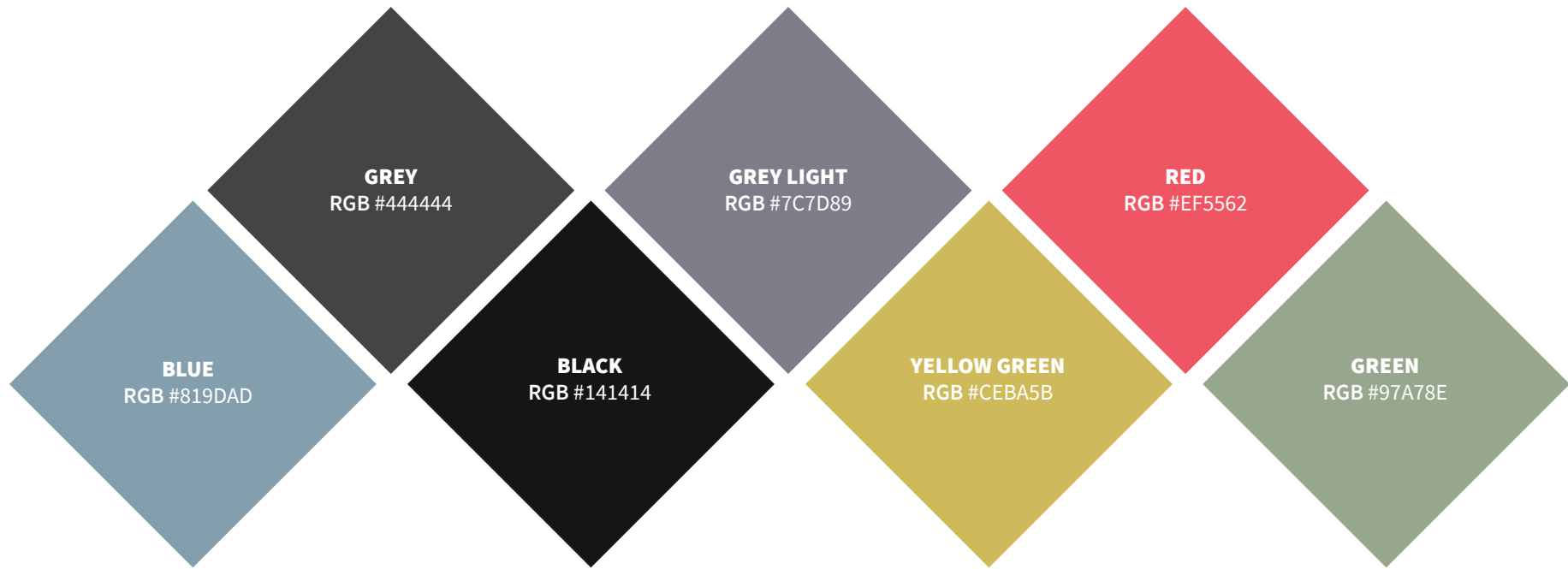
WEIGHT : 500
COLOR -
RGB #819DAD

WORK SANS

WEIGHT : 300
TEXT-TRANSFORM :
UPPERCASE
COLOR -
RGB #444444

COLORS

Produced by



ICONS

Produced by 





