

Brand G Vacations: Design Discovery Meeting 1



GOALS: Enhanced sense of luxury, while still maintaining a sense of fun, highlighting inclusive community, Increase conversion rate

The Premier Operator of Cruises and Land Tours

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VACATIONS

POINTS FOR IMPROVEMENT

- No CTA button in the header
- Buttons are white text on yellow background- reduced visibility
- White text on color image may cause visibility issues
- Unclear/confusing CTA buttons
- Outdated graphics and visuals
- Low-resolution images

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2026 WORLD CRUISE

Join us for the voyage of a lifetime.
Explore every corner of our extraordinary planet on our 2026 World Cruise.

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SAMPLE WEBSITE 1: CRYSTAL CRUISES

COLORS



DESCRIPTIVE WORDS

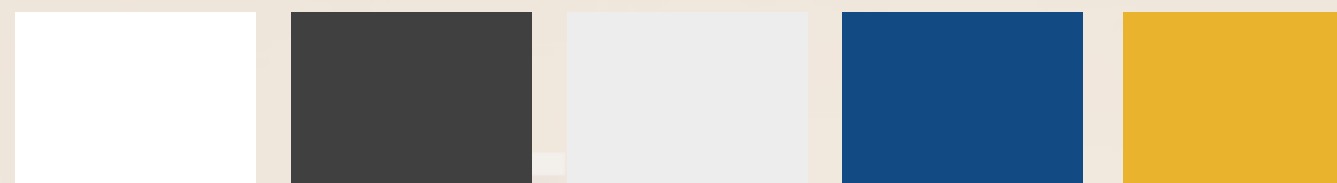
Elegant, Modern, Luxury, Exploration

SUMMARY

This website uses a clean and modern design and a muted color scheme to convey a sense of luxury. The pop of bright blue may add a bit of a sense of peacefulness and exploration.

SAMPLE WEBSITE 2: SOURCE JOURNEYS

COLORS



DESCRIPTIVE WORDS

Fun, professional, straightforward

SUMMARY

This website portrayed a sense of fun while remaining professional. The yellow and blues add a sense of trust and friendliness. The greys and structured design portray a well-organized organization.

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The Leader in LGBTQ+ Luxury Travel Experiences

GENERAL DIRECTION

COLORS



Light, Dark, Grey

Primary, Secondary, and Accent

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VACATIONS

GENERAL DESIGN NOTES

- Maintain existing branding, but elevated. Proposed slight color adjustments for a more elegant appeal.
- More engaging Hero, such as a video, full-screen height, and higher resolution with dark overlay for clear hero text
- Feature the value proposition below hero image (ex. Crystal Cruises “The Crystal Difference”)
- Clear, simplified call to Action banner
- Overall, more integrated images, videos, and graphics in high-resolution
- Prominently feature reviews and community on the home page for improved social proof