

# SEE THE WORLD DIFFERENTLY



Curated escapes, immersive visuals, and stories that invite you to slow down, wander deeper, and experience travel with all your senses.

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*Sleep & Trip is a travel storytelling and publishing brand designed for people who want more from travel than a checklist of attractions.*

*The brand exists at the intersection of travel, culture, storytelling, design and personal experience. Unlike traditional travel companies, Sleep & Trip does not sell flights, hotels or packages. Instead, it curates experiences.*

*Its purpose is to help travelers explore destinations in a more thoughtful, emotional and memorable way. The business begins with premium digital city guides and gradually expands into a larger ecosystem including travel journals, planners, physical products, editorial content, podcasts and bespoke travel experiences.*

*The website serves as the central destination where all Sleep & Trip products, stories and recommendations live.*

*Sleep & Trip is not a travel agency.  
It is a travel companion.*



# VISION & MISSION

To become the most trusted travel storytelling platform for curious travelers seeking deeper and more meaningful experiences around the world.

We envision a world where people travel less like tourists and more like participants.

A world where destinations are remembered not for landmarks visited but for stories collected.

Sleep & Trip helps people travel better by combining practical guidance, cultural context and storytelling into beautifully curated travel experiences.

We transform travel planning from a stressful task into an exciting part of the journey itself.



# BRAND PURPOSE & POSITIONING



Why Sleep&Trip?

Because travel deserves more than algorithms.

Travel should inspire anticipation.

It should spark curiosity.

It should leave emotional memories.

The purpose of Sleep & Trip is to help people build a stronger connection with the places they visit.

Not simply to see them.

But to understand them.

For culturally curious travelers who value meaningful experiences,

Sleep & Trip is a premium travel storytelling brand that transforms travel planning into an immersive experience.

Unlike generic travel websites and social media recommendations, Sleep & Trip combines editorial-quality storytelling, thoughtful curation and practical guidance into beautifully designed travel products.

A photograph of a market stall with various goods, including what appears to be dried herbs or spices in large bins, with a person visible in the background.

### **Storytelling**

**Every destination has a story.**

**Every recommendation should feel like part of a narrative.**

A photograph of a sunset over a body of water, with a silhouette of a person in the foreground.

### **Curiosity**

**We encourage exploration beyond the obvious.**

A photograph of various Japanese dishes, including sushi and sashimi, served on a table.

### **Culture**

**History, art, food and local traditions matter.**

A photograph of a Disney castle at night, illuminated with lights and fireworks.

### **Emotion**

**Travel should make people feel something.**

A photograph of a smartphone screen displaying a navigation app with various location markers and a map.

### **Thoughtful Planning**

**Every recommendation should serve a purpose. No filler. No tourist traps.**

# CORE BRAND PILLARS

# BRAND PERSONALITY

If Sleep & Trip were a person:

Curious.

Well-read.

Warm.

Observant.

Creative.

Cultured.

Organized.

Funny when appropriate.

Never pretentious.

Never elitist.

Most travel brands answer:

"Where should I go?"

Sleep & Trip answers:

"Why does this place matter?"

Most travel brands provide information.

Sleep & Trip provides context.

Most travel brands create itineraries.

Sleep & Trip creates experiences.

Most travel brands focus on destinations.

Sleep & Trip focuses on memories.



Sleep & Trip lives and breathes through its website.

The website is not a store.  
The website is the destination.

Social media drives discovery.  
The website delivers the experience.

Every article, guide, itinerary and recommendation should feel like entering a beautifully curated travel library.

The goal is not simply to convert visitors.

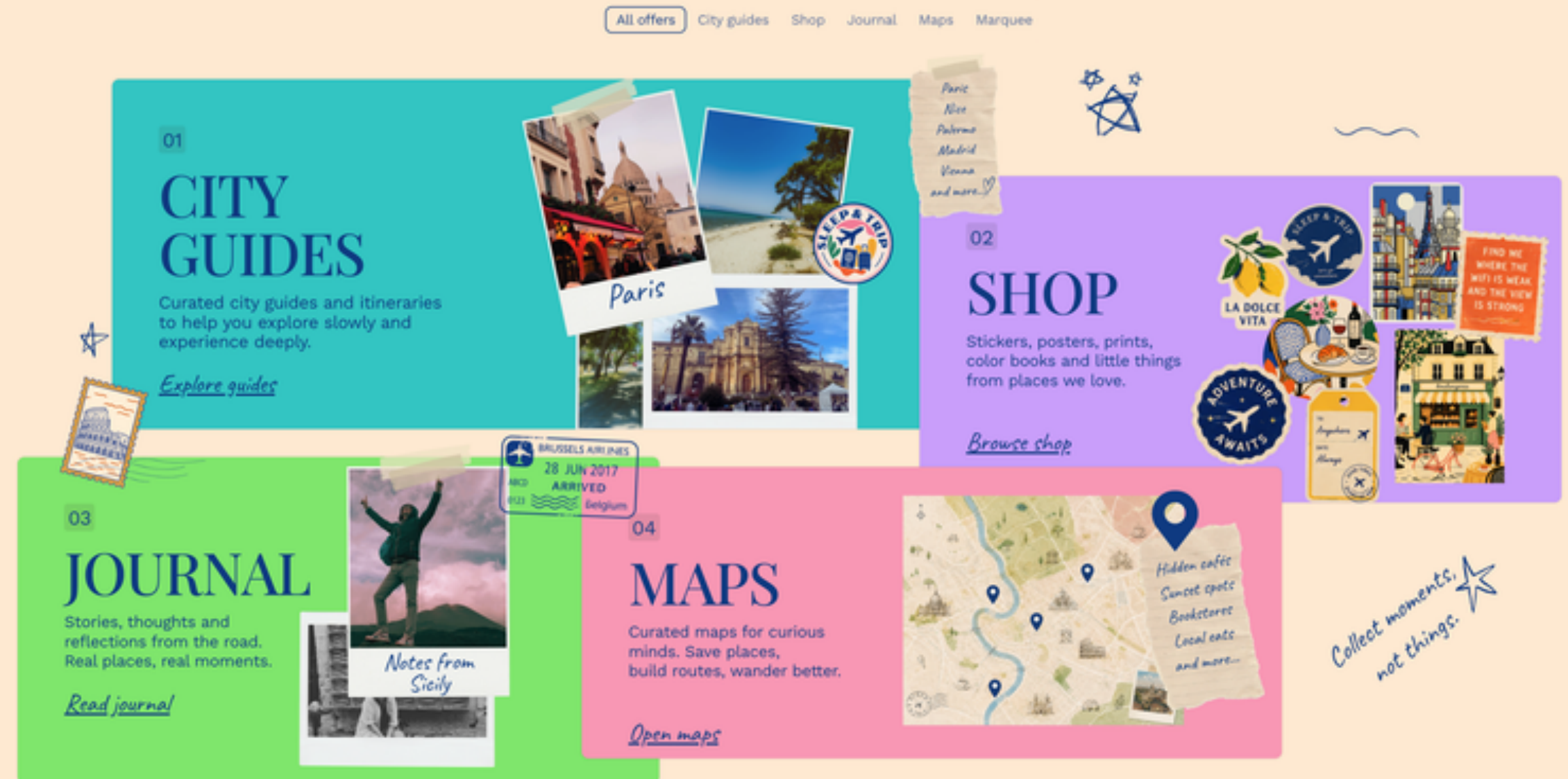
The goal is to make them stay.

Explore.

Dream.

Plan.

Return.



# THE DIGITAL ECOSYSTEM

### Phase 1

#### Premium Digital City Guides

##### Examples:

- Paris
- Rome
- Amsterdam

#### Physical Products

- travel diaries
- memory books
- postcard albums
- notebooks
- stickers

#### Editorial Content

- destination articles
- city guides
- interviews
- recommendations
- curated maps

### Phase 2

#### Digital Travel Essentials

- packing lists
- travel planners
- budgeting templates
- printable journals

### Phase 3

#### Podcast

Travel storytelling  
and conversations.

### Phase 4

#### Custom Experiences

Premium bespoke travel  
planning.

# PRODUCT ECOSYSTEM

# CITY GUIDES

Immersive travel guides for curious minds, designed to be felt, not just followed. We combine local knowledge, storytelling, maps, and thoughtful planning to help you experience cities deeply, emotionally, and intentionally. We'll make you fall in love.

made to wander



## WHAT'S INSIDE EACH GUIDE

### THOUGHTFUL ITINERARIES

Day-by-day plans with walking routes, pacing tips and logical flow. Not random tourist checklists.

### STORIES & CONTEXT

History and culture that bring the city to life beyond the guidebook facts. Stories that shaped the streets you're walking through.

### MAPS THAT MAKE SENSE

Custom maps aligned with the itinerary so that you always know where to go next. No thinking, you sleep & trip.

### HANDPICKED PLACES

Cafes, restaurants, museums, stores, viewpoints and hidden corners we love. Tailored to mood, budget and purpose

### PRACTICAL GUIDANCE

Transport, budgeting, safety, booking strategy, timing advice. Everything you need to travel with confidence.

### INSIDER NOTES

Tiny details tourists miss: shortcuts, what's overrated, what's unforgettable. Little details only locals know.

### FOOD WORTH THE TRIP

What to eat, drink and bring home - from iconic dishes to regional spices and local specialties. A deeper taste of the city

New cities added regularly! ★

# BRAND VOICE

We are not tour guides.  
We are not influencers.  
We are not travel journalists.  
We are the person who comes back from a trip  
and tells stories for three hours.

Curiosity First  
We ask questions.  
Why is this place important?  
Why did artists gather here?  
Why do locals love it?  
Why does it feel different?  
Every recommendation should include context.  
Not just directions.

Story Over Information  
Information is everywhere.  
Stories are not.  
Don't tell people:  
"Versailles was built in 1682."  
Tell people:  
"Versailles is the kind of place that makes you  
understand why revolutions happen."

Emotion Is Allowed  
We encourage emotional reactions.  
Travel should make people feel something.  
Wonder. Excitement. Nostalgia. Awe. Occasional  
exhaustion.

We Admit Imperfections  
Not every famous place is worth it.  
Not every restaurant is amazing.  
Not every attraction deserves your time.  
We are allowed opinions.  
In fact, opinions are what make the brand valuable.

Humor Exists  
Humor is welcome.  
But never forced.  
Never internet-meme humor.  
Never trying too hard.

Sleep & Trip Writing Formula  
Every recommendation should contain:

1. Practical value
2. Story
3. Personal perspective
4. Emotional takeaway

# GUIDELINES

## ENEMIES OF THE BRAND

*Checklist Tourism*  
"Top 37 Things To Do"

*Information Overload*  
More recommendations ≠ more value

*Hidden Gem Culture*  
Not everything needs to be secret  
Some famous places are famous for a reason

*Travel Flexing*  
The goal is not to impress people  
The goal is to experience places

*Artificial Luxury*  
We love beautiful things  
We do not worship expensive things

### *Is it Sleep & Trip?*

- ☒ *It makes someone want to book the ticket*
- ☒ *It creates anticipation*
- ☒ *It contains a story, but feels personal*
- ☒ *It teaches something interesting*
- ☒ *It feels like a recommendation from a trusted friend*

### *No if:*

- ☒ *It sounds like Wikipedia or ChatGPT*
- ☒ *It turns travel into a checklist*
- ☒ *It sounds like a travel influencer*
- ☒ *It exists only for SEO*
- ☒ *It recommends places without explaining why they matter*

# TARGET AUDIENCE

Age: 25–45

## Profile:

- Educated professionals
- Creatives and entrepreneurs
- Culture enthusiasts
- Independent travelers
- Couples and small groups

## They enjoy:

- Books and documentaries
- Museums and galleries
- Architecture and design
- Local cafés and restaurants
- Slow travel experiences
- Thoughtfully curated recommendations

They often spend weeks or months researching a destination before visiting. Travel is not simply a vacation for them - it is a personal interest and a source of inspiration.



## They prefer:

- Quality over quantity
- Experiences over attractions
- Stories over statistics
- Discovery over trends
- Local character over generic tourism

They would rather spend an entire afternoon wandering a neighborhood, sitting in a café, or visiting a small museum than rushing between ten landmarks in one day.

## What They Need

Travel planning today feels overwhelming. Information is scattered across TikTok, Instagram, Reddit, blogs, maps, and guidebooks.

Sleep & Trip provides a curated alternative: thoughtful guides that combine practical advice, local knowledge, cultural context, and storytelling into one cohesive experience.

## What They Value

- Authenticity
- Curiosity
- Cultural depth
- Beautiful design
- Thoughtful recommendations
- Emotional connection to places

They are not trying to see everything.  
They are trying to remember everything.



# VISUAL SPIRIT

Sleep & Trip should feel like finding an old travel journal inside a beautiful hotel library.

The visual identity is:

- Romantic.
- Cultured.
- Collected.
- Lived-in.
- Slightly nostalgic.

## Photography Style

Prioritize:

morning light / train windows / café tables / museum details / half-finished desserts / handwritten notes / books / maps / hotel keys / architecture details / empty streets / people experiencing places

Avoid:

influencer poses / luxury clichés / excessive drone photography / stock photography / over-edited images / "look at me" travel content



## Framing

Photos should feel discovered, not staged.

Think:

- cropped moments
- things happening naturally
- imperfect compositions
- movement
- glimpses
- details

The viewer should feel like they are already there.

## Objects That Belong In The Sleep & Trip Universe

metro tickets / notebooks / postcards / old maps / museum brochures / coffee cups / pastries / books / train schedules / hotel stationery / fountain pens / luggage tags / film photography / receipts from memorable meals

## The Ultimate Test

If someone sees a page without the logo, they should still think:

"This feels like a place I'd want to travel with."

That's Sleep & Trip.



# LONG-TERM VISION

The dream is simple.

When someone starts planning a trip, their first instinct should not be Google.

Their first instinct should be Sleep & Trip.

A place where travel planning feels inspiring, personal and unforgettable.

