



TRAVELMANAGERS

personally yours

Fresh New Look for TravelManagers

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TravelManagers is now sporting a new look with the introduction of its revamped logo.

TravelManagers' marketing manager, Susan Skelton says the decision to alter the logo was driven by a desire to modernize it.

"We decided it was time to freshen up the look and make it more clean and simple. Obviously the circle represents the globe and the greater emphasis placed on the word *manager* is a reflection of what our personal travel managers do."

Ms. Skelton says TravelManagers' personal travel managers operate as managers and the byline was developed to reflect the high level of service provided.

"The concept around a personal travel manager is very much about providing individualized service at a time and place that works for the client. The service is very much tailor-made with a high level of personalized detail and proactiveness."



Feedback about the new logo has been positive Skelton remarked and indicates the objectives she has developed the logo around have been achieved.

Personal travel manager Andrea Beck from Western Australia gave it her 100 percent backing.

"I love it. I think it is very stylish and is significantly more modern. Most importantly I love that it reflects what we offer at TravelManagers through the *personally yours* byline."

Lisa Metzl from New South Wales echoed similar sentiments.

"I really like it too. It is fresh and much more modern but quite simple – these characteristics make it very effective."

Ms. Skelton says the new logo electronic applications have been updated already with stationery and clothing in the process now.

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