



Kaivo is not just a booking tool.

It's the feeling of stepping into somewhere unfamiliar and instantly feeling possibility.

The current turquoise identity communicates technology and efficiency — but the next evolution of Kaivo needs to feel more human, editorial, cultural, and emotionally transportive. The refresh moves away from “AI software” aesthetics and toward a world that feels inspired by movement, discovery, global culture, and modern travel optimism.



From

**Clean AI startup.
Predictable travel tech.
Utility-led visuals.
Single-tone futuristic
palette.**

To

**A globally inspired travel
experience.
Emotion-led discovery.
Editorial and cultural
storytelling.
Bold, memorable visual
systems.**

Kaivo becomes less about
“**booking flights**” and
more about unlocking
foreign lands through
intelligent travel.

One Tab. Anywhere.

Kaivo is not just a flight-booking platform.
It's a **faster, simpler way to access the world.**

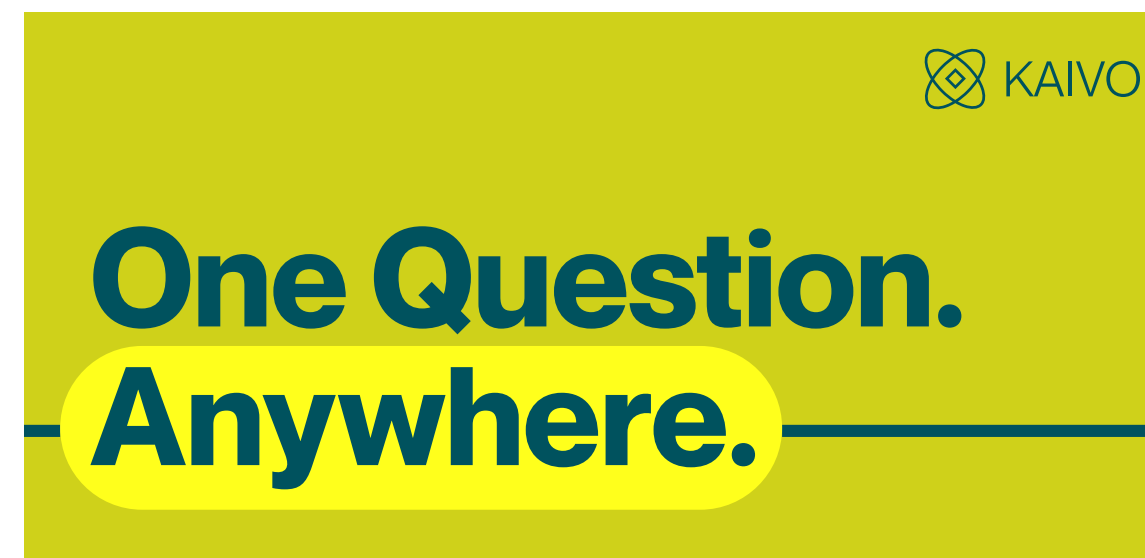
The refreshed brand moves away from traditional AI travel aesthetics and into a more culturally driven, emotionally resonant identity system — one inspired by movement, discovery, and the excitement of foreign places.

At the centre of the concept is a simple truth:
Travel used to mean endless tabs, comparisons, and overwhelm.
Kaivo reduces that experience to one tab.

Typography

Bold, oversized typography becomes a key visual tool

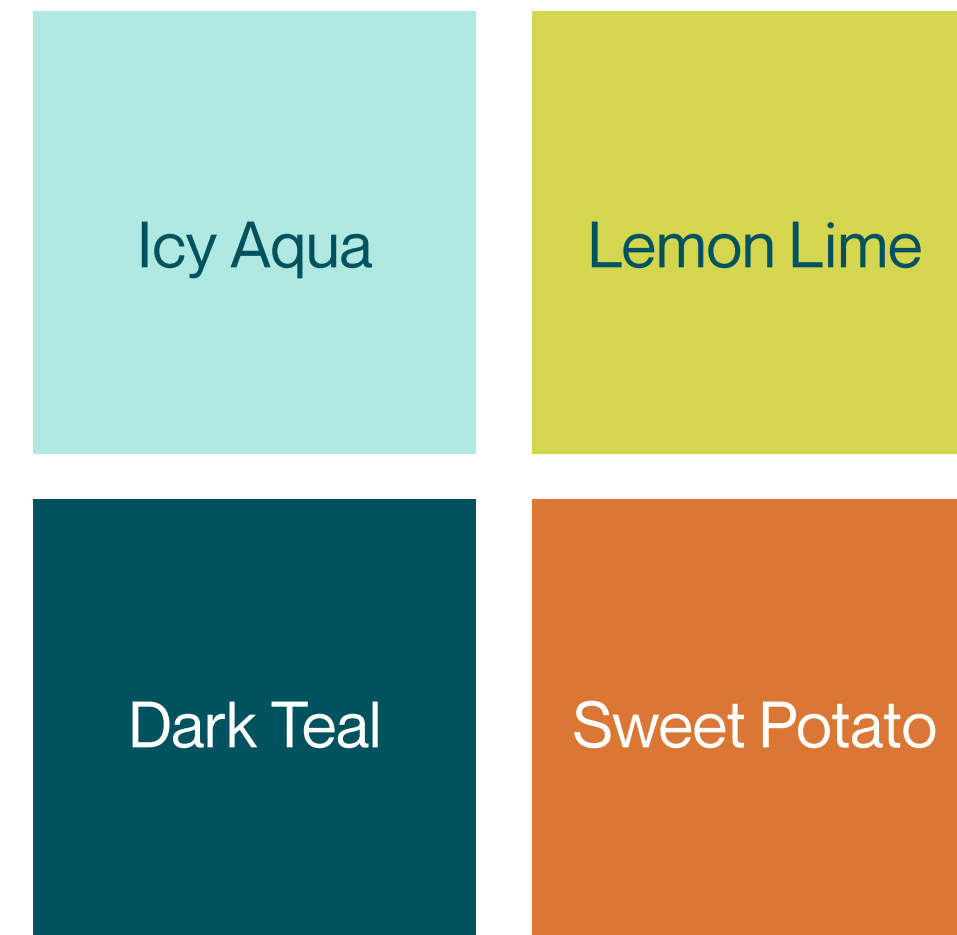
- editorial layouts
- layered compositions
- transit-inspired graphics
- multilingual influences



The system should feel **modern, urban, and globally aware.**

Colours

The turquoise evolves into a broader palette inspired by foreign cities and travel culture



The palette feels **warmer**, more **expressive**, and more **distinctive**.

Graphic Language

Central to the identity is the highlighted “tab” shape, used as a recurring visual device that represents:

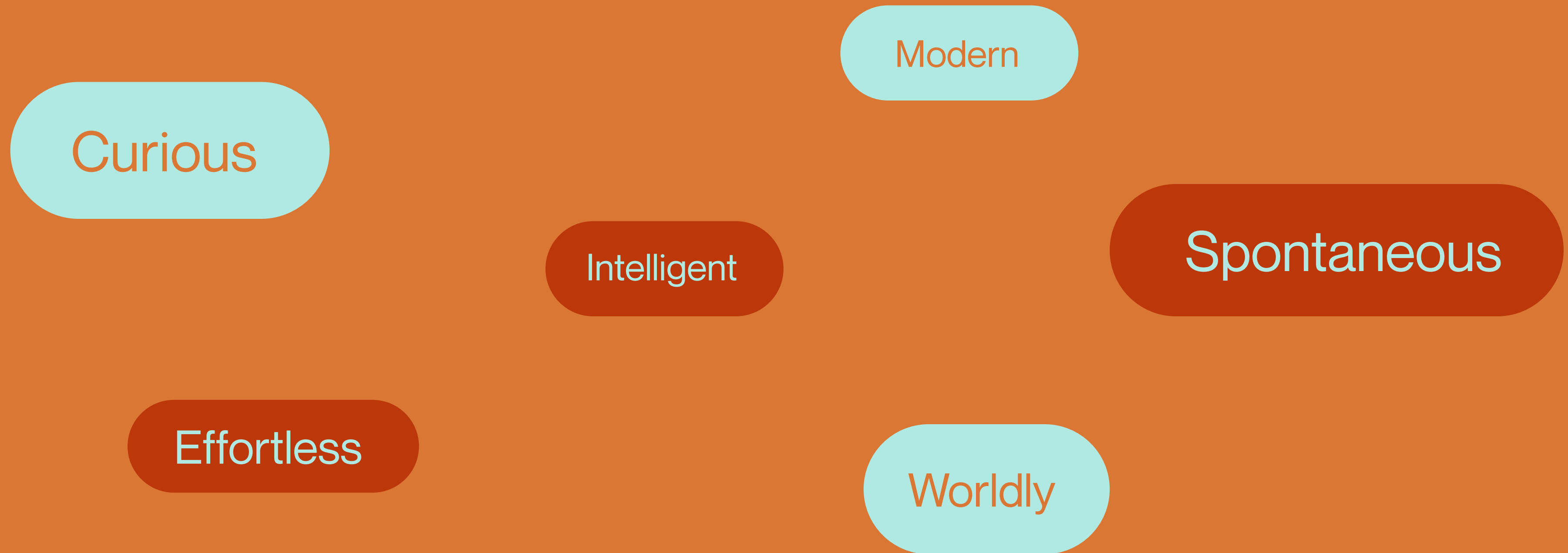
Inspired by the simplicity of having only one tab open — clear, focused, and intentional.



Supporting directional lines derived from the typography create a sense of movement, speed, and forward momentum.



KAIVO **Brand Personality**



Short.
Direct.
Confident.

“

Ask. Go.
One Question. Anywhere.
Foreign lands, one ask away.
Find yourself somewhere new.
Faster flights. Bigger worlds.

This refresh
positions Kaivo
as **more** than a
travel tool.



It becomes a modern travel brand built around simplicity, discovery, and movement — transforming complicated travel planning into one seamless question that opens the door to foreign lands.

Social Media



Website landing

