



# chill&go

explore CDMX

Chill&go is a city tours company based in mexico city.

# Introduction

As opposed to most of the tours in the city,  
Chill&go focus is not the famous known attractions,  
but the less known, local, authentic places.  
They take visitors away from the tourist lane  
and show them the city from their point of view.

The goal is to make them feel comfortable to explore  
the city and give the tourists a good introduction to CDMX.  
Every traveler knows the difference between traveling with  
tourists and with locals. **Chill&go is your local friend in the city !**

\*CDMX : Ciudad de México or Mexico city



# Brand Identity

## Challenge

Mexico city is the largest city in North America. It's big, chaotic, fast, and has a dangerous reputation.

Visitors that come to Mexico, usually avoid it or stay just for a couple of short days.

They go only for the main attractions and don't try to explore beyond that.

## Solution

Our brand communicates curiosity, exploration & easy travel. To make people feel comfortable to explore the city and desire to discover, we developed a brand that puts CDMX in a friendly & inviting light. Chill&go is fun, down to earth & curious.

## Name

Chill&go came from the main goal of our brand.

We try to make people feel more relaxed and comfortable about traveling in Mexico City.

As we are a young and trendy brand we needed a proper name.

The name also came from the word “chilango”. Chilango means a person that born & raised in Mexico city. Like our guides & the people you will meet on the tour.

# Logo

We had to make a logo that communicates our goal and values as a brand, hints our business sector and location as well.

We also tried to differentiate ourselves from other tour companies logos.



## key words

chill

fun

go

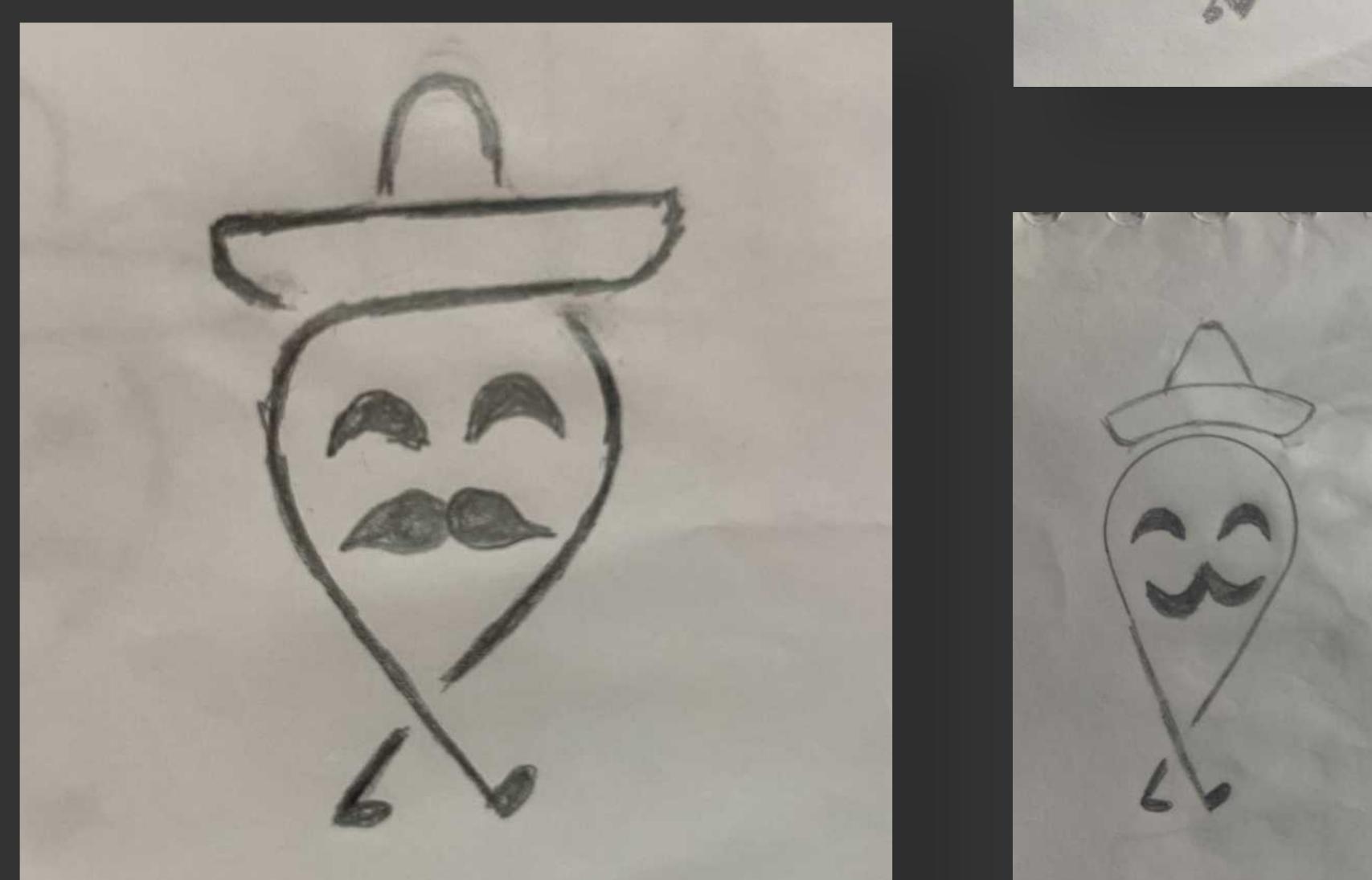
easy going

casual

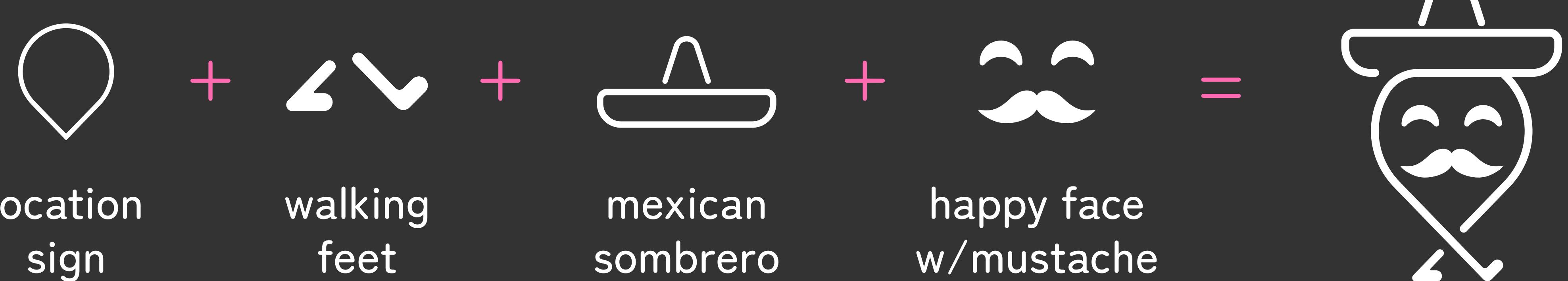
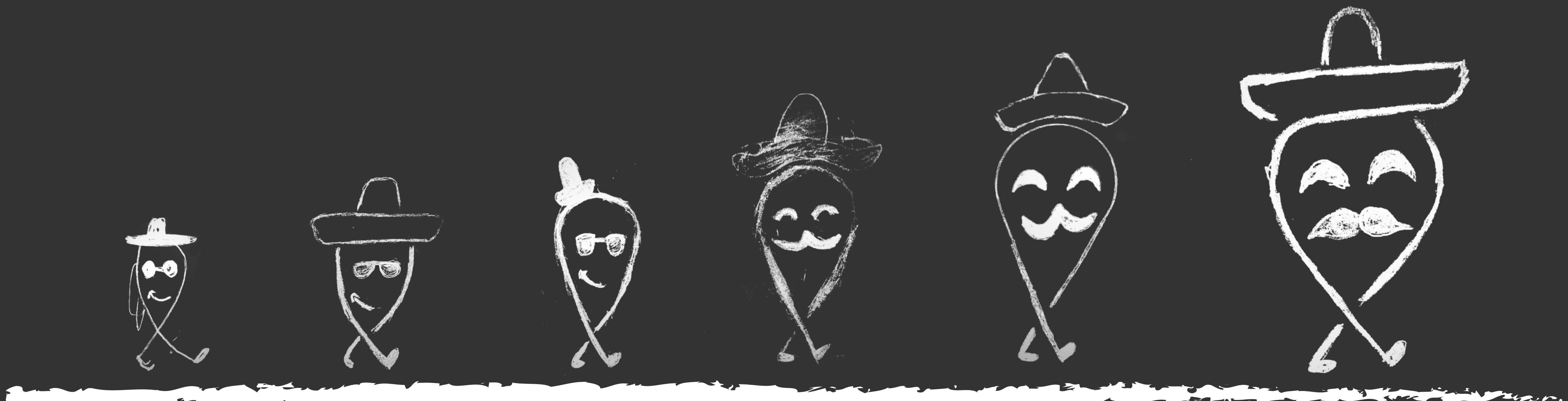
authentic

personal

local



## sketch process





main logo



alternative lay-out



only icon



# Colors

The colors of the brand were influenced from the colors of the city. As the whole business focus is around Mexico City, we decided to stay loyal to it and use the most dominant colors you can see when traveling around.

Jet	C 69 M 60 Y 56 #333333	K 66
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Space Cadet	C 84 M 72 Y 47 #2D3142	K 52
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Hot Pink	C 0 M 71 Y 0 #FF6AB0	K 0
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Cyclamen	C 0 M 65 Y 3 #FF7BAC	K 0
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Charm Pink	C 3 M 58 Y 7 #EB8BB0	K 0
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White	C 0 M 0 Y 0 #FFFFFF	K 0
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# Typeface

## Zen Maru Gothic

Zen Maru Gothic is a rounded san serif family that gives a soft and natural impression due to the deep rounds in the corners.

Because of this unique soft impression the thin weight is also easy to use in any scenes. Cute and fashionable, soft and easy for any communictaions.

Zen Maru Gothic

LIGHT

REGULAR

MEDIUM

**BOLD**

**BLACK**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 @ # \* < > ( ) \$ % & !

# Visual Elements

To communicate a chill, friendly & easy vibe we created simple, minimal brand graphics. The goal is to make customers feel comfortable & calm about traveling the city with us. We took inspiration from the daily sights in Mexico City you can encounter in your travels, and combined it with our chill&go Characteristics.



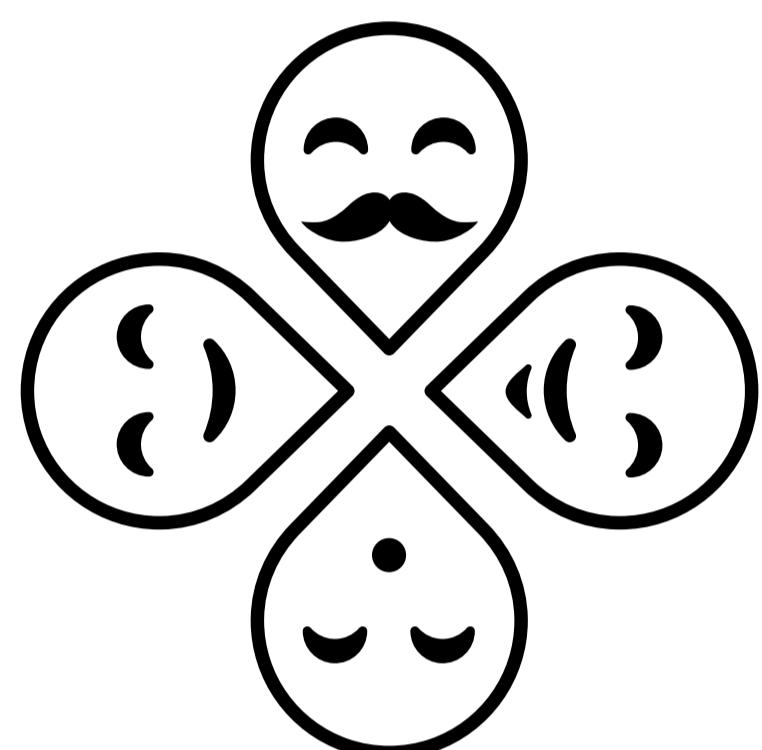
Travel path



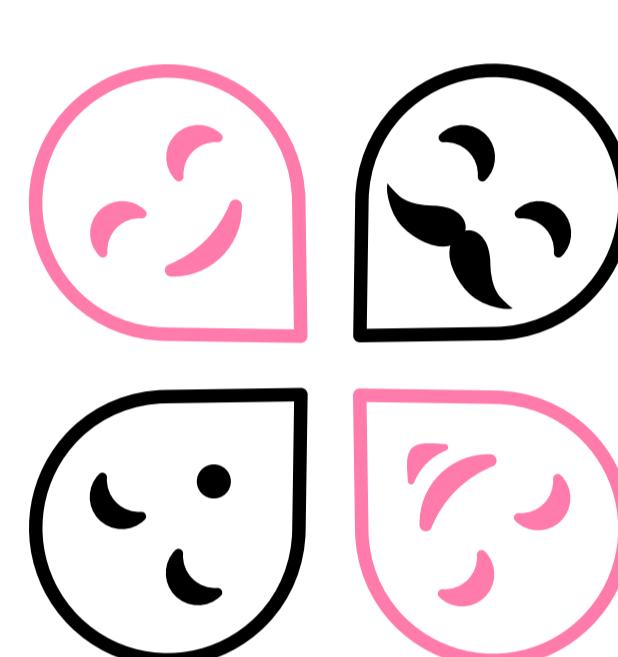
Chill flow waves



Tour walk



Meet Up



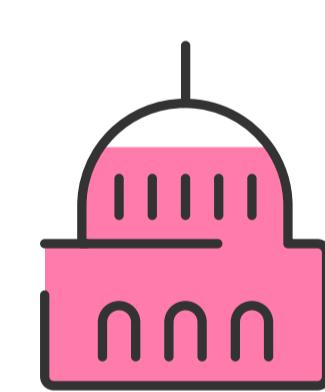
Happy location signs



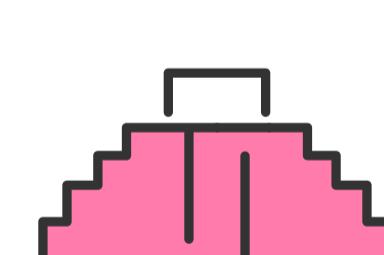
Walk Around



Stickers



Bellas Artes



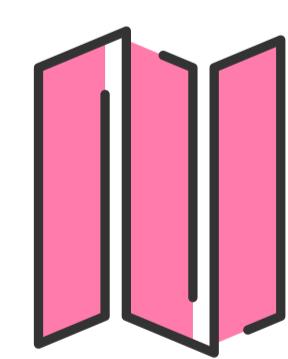
Teotihuacan



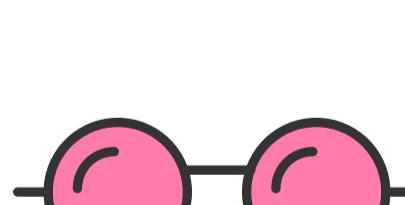
Market



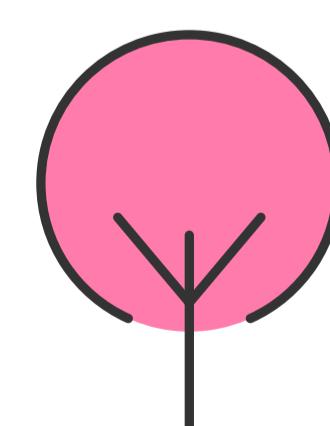
Street Food



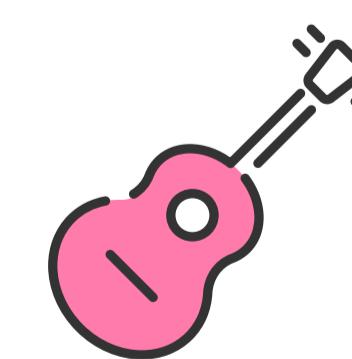
Map



Sunglasses



Tree



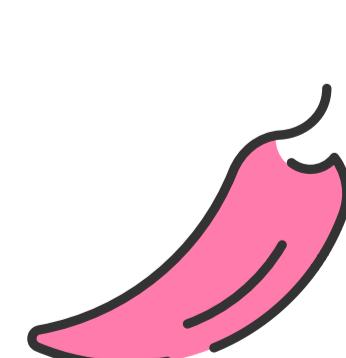
Mariachi



Coffee



Mezcal



Chili



Taco

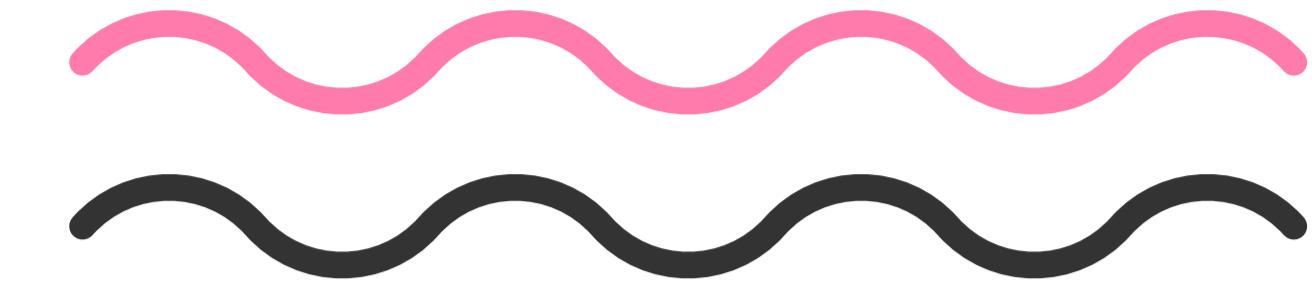
new to the city? - - - - -

# WELCOME

- - - - - - - - - lets explore!



chill&go  
explore CDMX



# Hola!

Mexico City is the largest city in North America and the largest Spanish speaking city in the world.

1,485 km<sup>2</sup> in size & almost 23 million people living there  
Mexico city is the 5th largest city in the world.

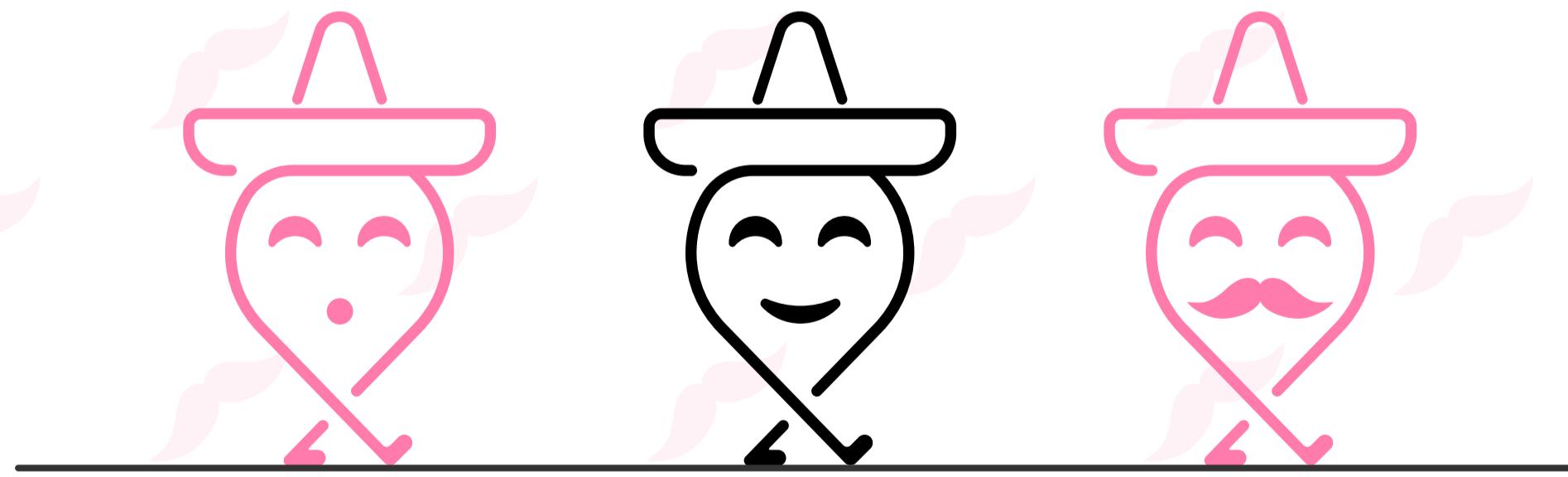






# Lets explore together

We are your local friend in the city  
If you finished your museum & cathedral tours...  
come join us and lets have some fun !  
Our tours are a bit different though...  
We go to drink mezcal, explore markets,  
dance classes, chill in the parks, drink coffee,  
eat some tacos, socialize, play games.  
You know...What friends do.

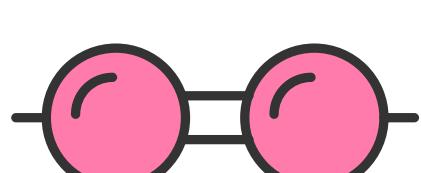






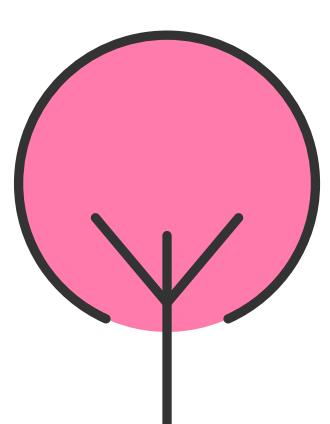
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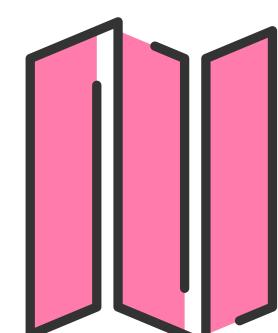
## Chill

We are super chill... no "question time" or specific rules, just come and hang out with us, we will show you around



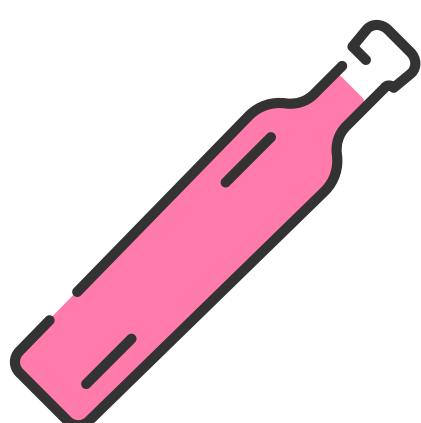
## Parks

We love to go to the city parks, its a perfect place to chill and get to know each other



## Secrets

We'll show you our places where locals go to and hang out



## Mezcal

Be ready for random mezcal shots



## Tacos

Come hungry



## Coffee

Every tour starts with a 10 minute coffee break. we LOVE coffee

### La merced & Sonora market

Street food (special to CDMX!)

Local candy taste

Witch market

300 pesos

### Guerreo neighbourhood

Traditional Machetes (come hungry!)

Panteon de san Fernando

Salon Los Angeles

400 pesos

### Drink & Dance In Garibaldi !

Salon dance session

Bar hopping

Mariachi

500 pesos

### Teotihuacan mystical tour

Undiscovered mystery of the pyramids

Gods & demons history

Anthropologist guide !

800 pesos

# JOIN US!

+52 55 3052 8508



chill&go  
explore CDMX



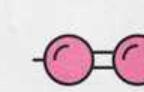
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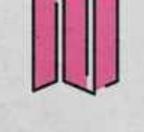
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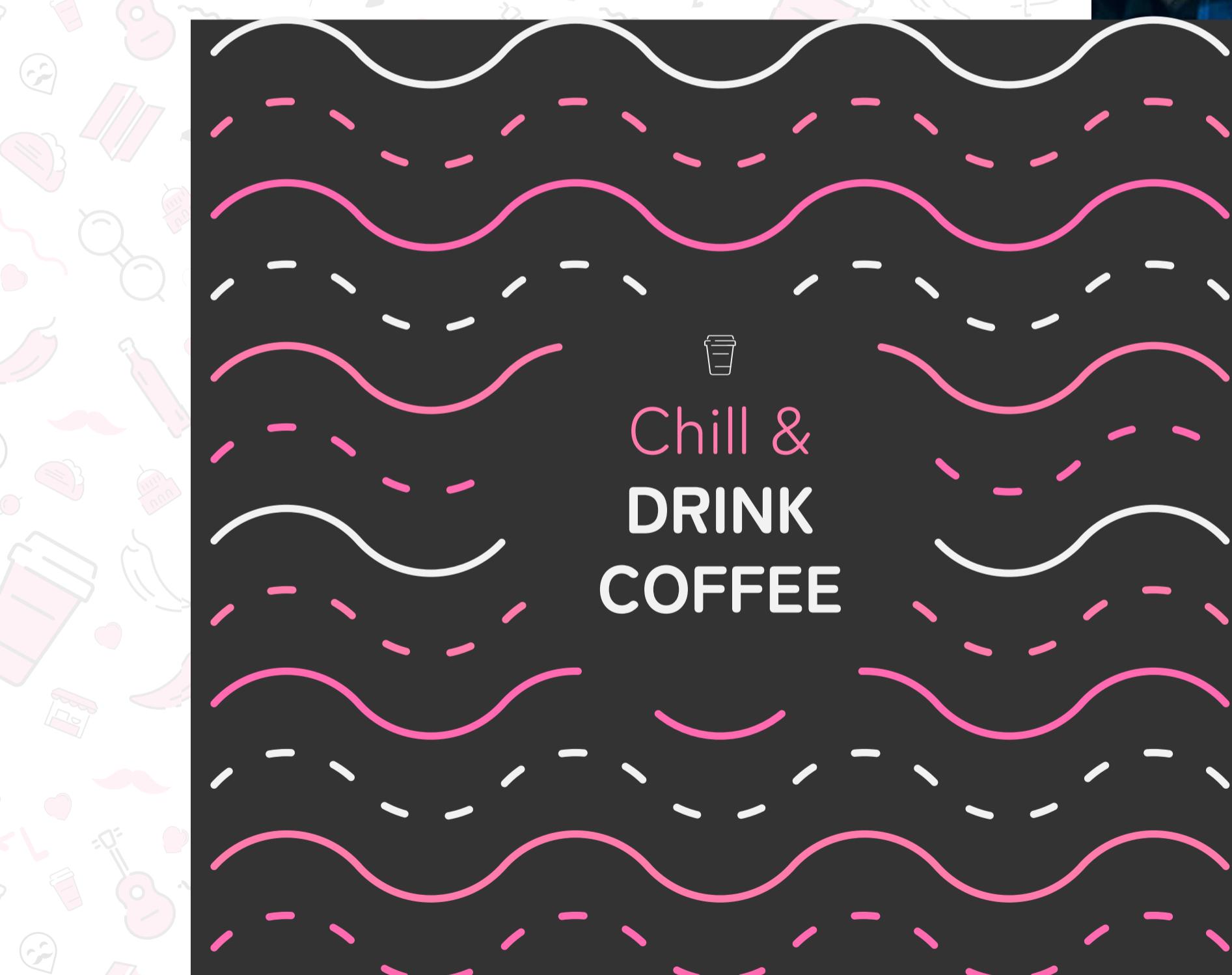
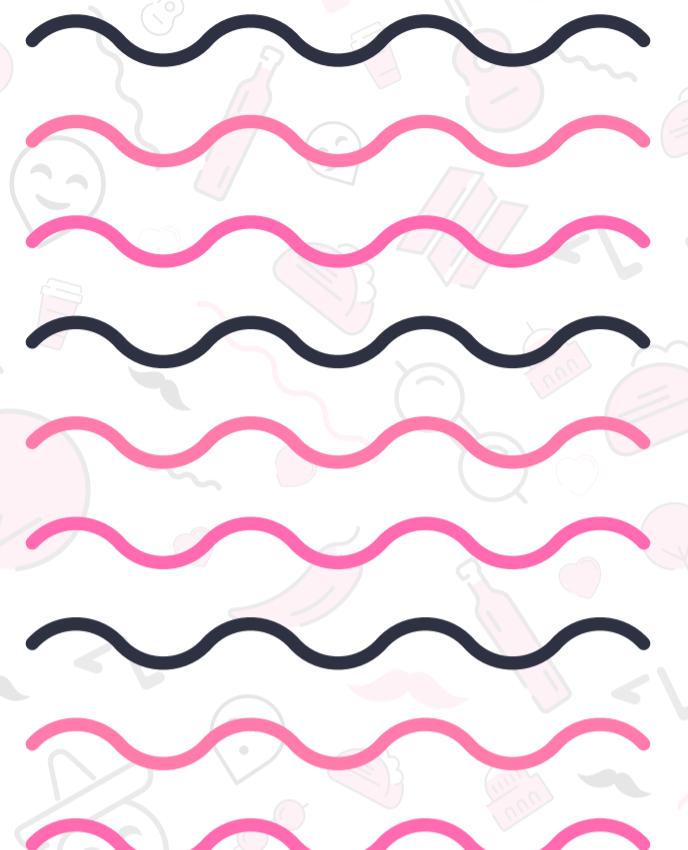
## JOIN US!

+52 55 3052 8508



chill&go

explore CDMX



# We love coffee!

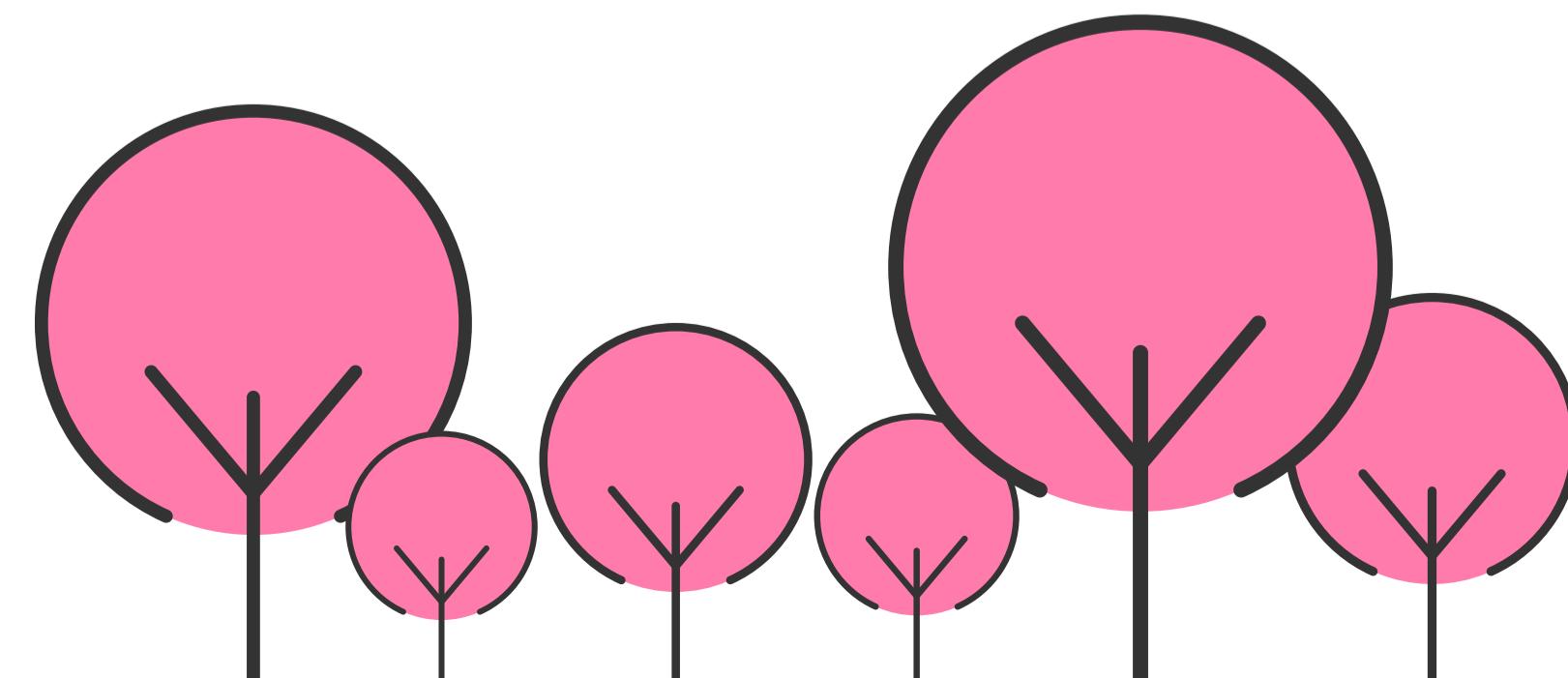
Every tour starts with a good cup of coffee.  
If you are a big coffee fan like us,  
you are in for a treat !  
we will show you the best coffee shops in the city.





# Keep the city clean!

Mexico City started fighting single-use plastic bags in 2020. We implemented a change in our waste management law, and now single-use plastic bags are banned.



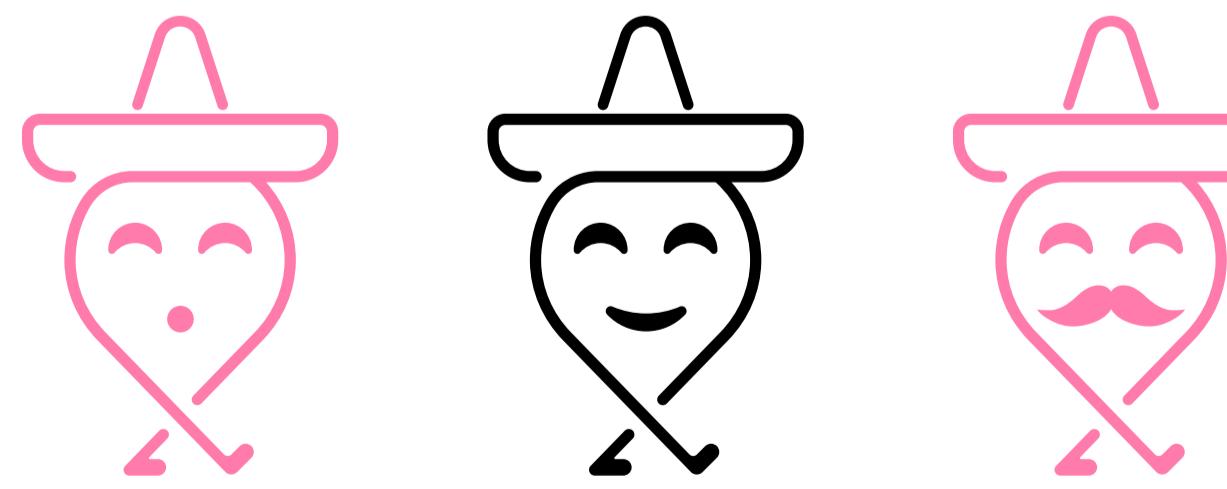
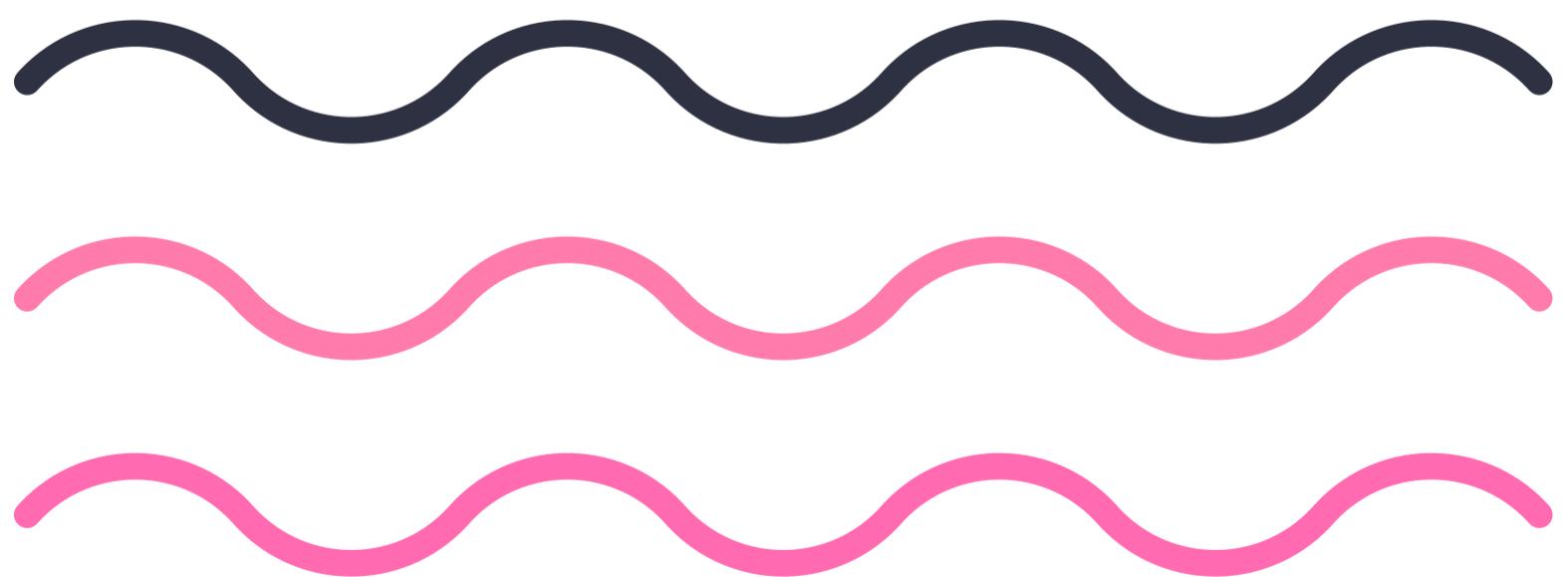






# La merced & Sonora market

we are going for a market adventure! Come hungry!  
we are going to enjoy CDMX special street food, local  
candy and drinks. We will explore the markets and  
indulge into local culture.

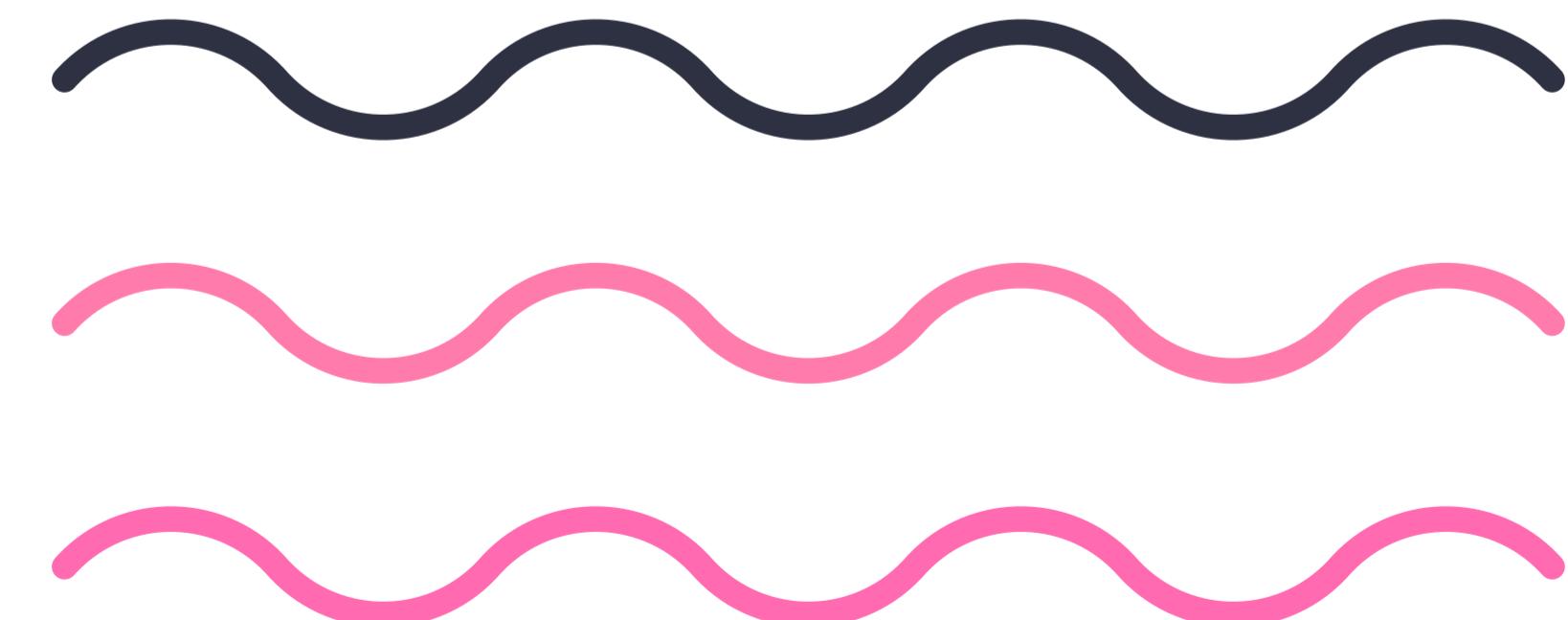
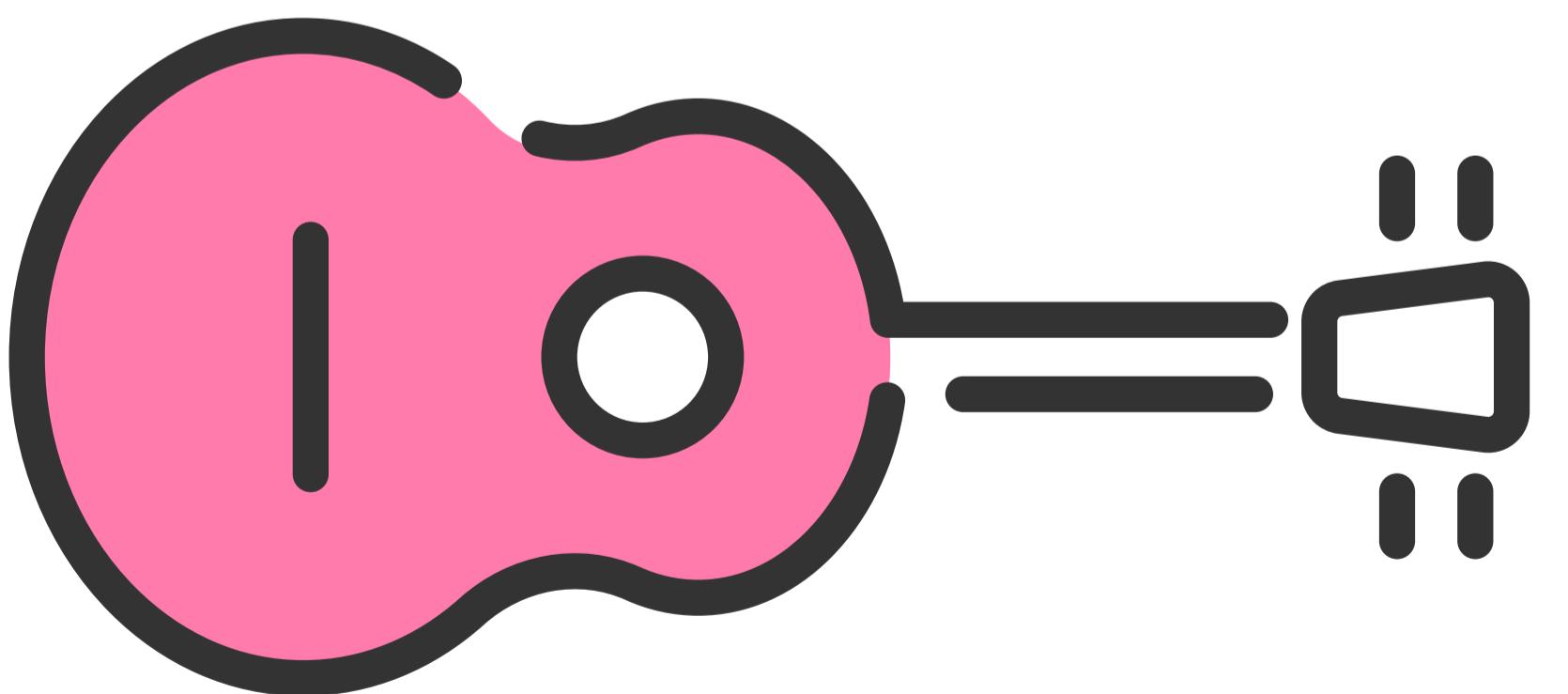




# Garibaldi

## Drink&Dance

Join us for a musical evening!  
We will go to Garibaldi when you can  
see the local Mariachi, go for a hot  
salsa session in the local salon, and  
drink mezcal in the local bars.





## Garibaldi Drink&Dance

Join us for a musical evening!  
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drink mezcal in the local h...



## Join the tour!

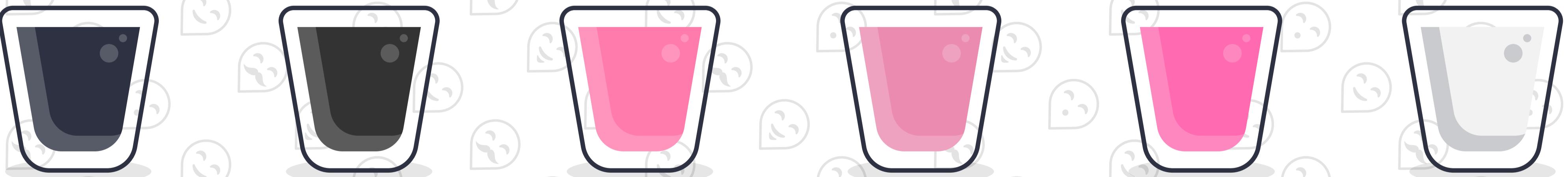
Meet up at Hostal Regina  
18.01.2022 09:00 am  
Free Coffee & mezcal included!

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**Salud!**  
Enjoy your tour





Chill  
**CREW**



Chill &  
**RECYCLE**



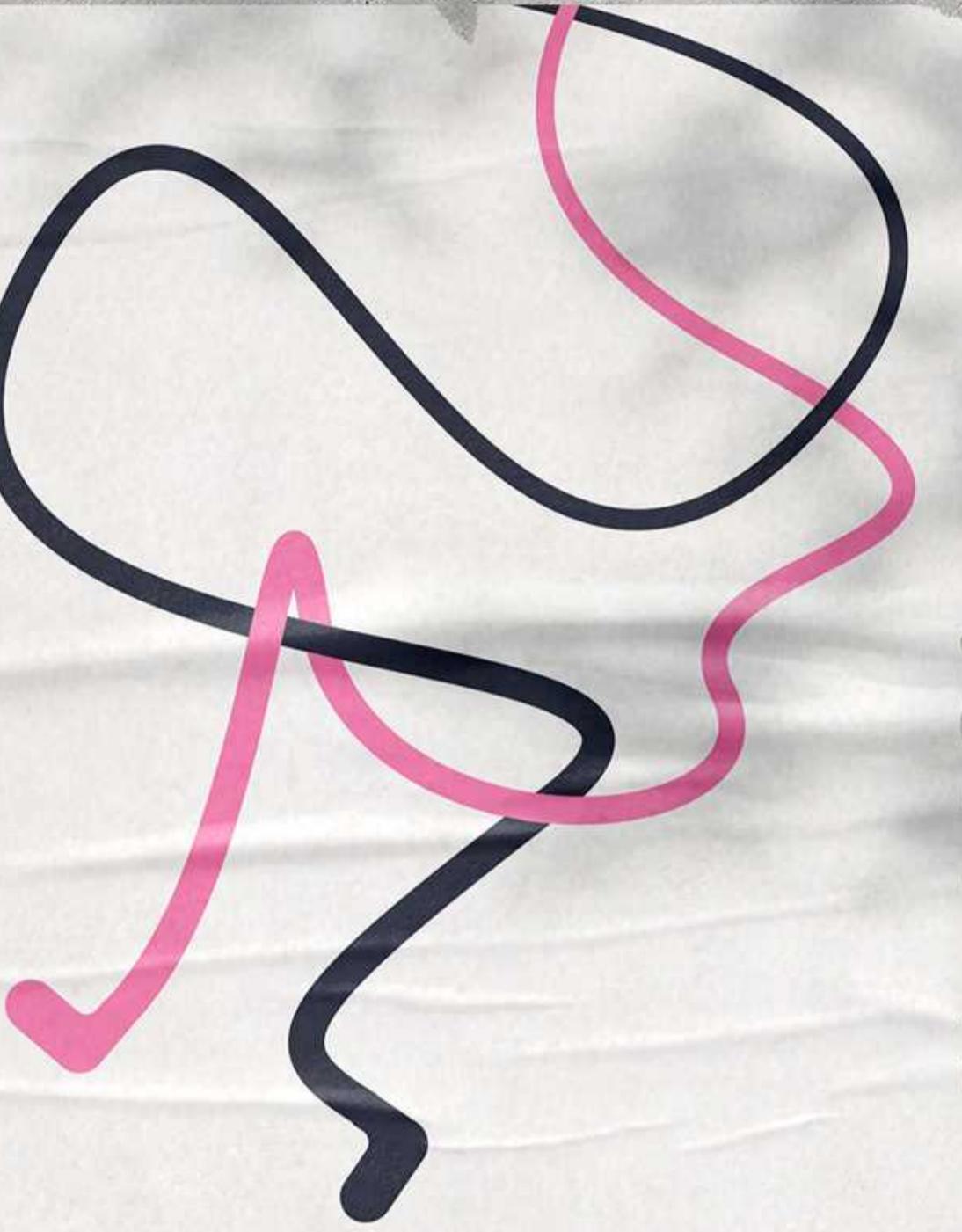
Chill &  
**DRINK  
COFFEE**



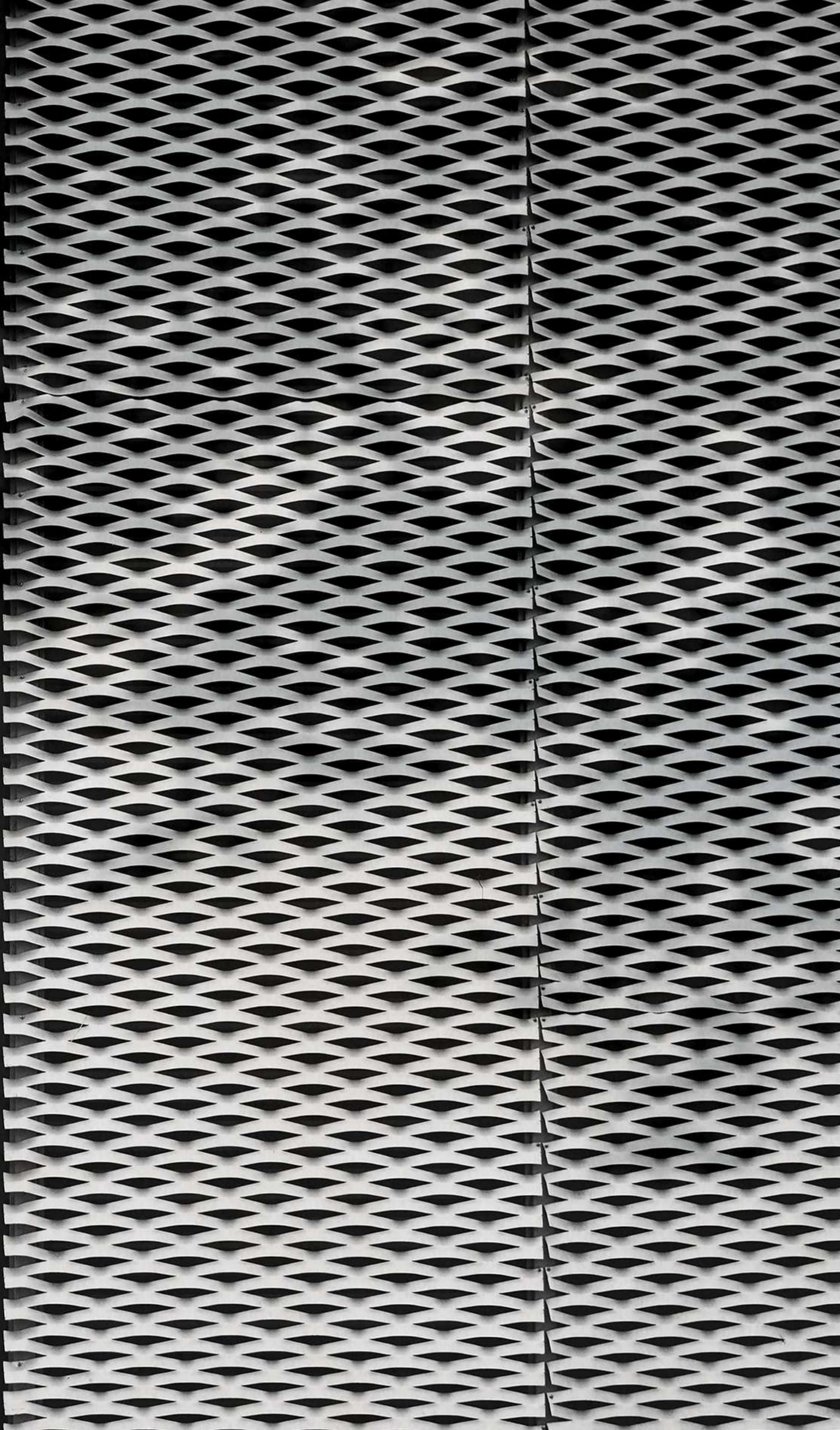
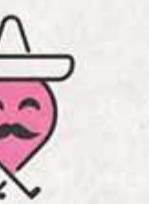
Chill &  
**EAT  
A TACO**







Travel  
**Different**



Thank you  
for joining