

IMPT brand reference.

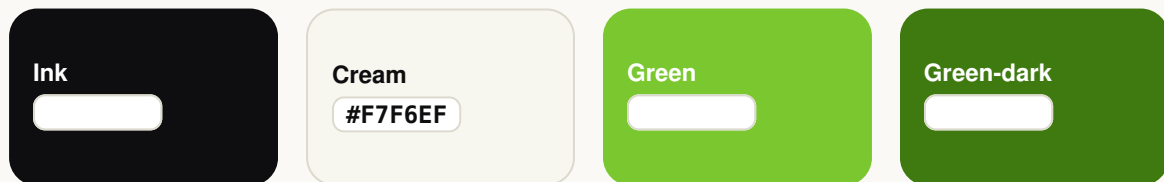
For press, partners, and creative collaborators. Stick to these and IMPT looks like IMPT.

VOICE

Travel-and-shop joy. Fun, vibrant, trendy. Not crypto-corporate. Not "two rails, one carbon outcome".

Lead with: **"Travel + shop. We kill the carbon."**

COLOURS



TYPOGRAPHY

Display	Inter (or Inter Tight) · weight 900 · letter-spacing -.035em
Body	Inter · 400/500 · 16px / 1.5
Editorial fallback	EB Garamond italic for imptravel.com hero

LOGO USE

Always the green dot before "IMPT" wordmark in nav. In photography overlays, use the IMPT pill (green background, ink text).