

Samantha Caldwell

Work Samples

Graphic Design. Brand Development. Content Marketing

Portfolio website: samanthacaldwell.com

TRUE NATURE TRAVELS STYLE GUIDE 2021

MISSION

True Nature Travels aims to provide the highest quality yoga, wellness, adventure, and educational retreats and programs by creating a platform for our guests and leaders to explore their inner and outer worlds at unique and exquisite locations around the globe.

COLOR PALETTE

TRUE TAN
CMYK 0 : 18 : 13 : 0
RGB 231 : 237 : 209
HEX #E7E3D1

CAMEL
CMYK 35 : 28 : 51 : 32
RGB 146 : 138 : 94
HEX #928A5E

LEAF GREEN
CMYK 74 : 23 : 98 : 8
RGB 62 : 118 : 19
HEX #3E7613

TRUE GREEN
CMYK 75 : 40 : 91 : 32
RGB 44 : 68 : 25
HEX #2C4419

EARTH - ACCENT
CMYK 46 : 42 : 51 : 27
RGB 102 : 87 : 72
HEX #665748

SUMMER - ACCENT
CMYK 16 : 13 : 11 : 1
RGB 211 : 207 : 203
HEX #D3CFCB

VISION

True Nature Travels' holistic approach to travel is deeply rooted in the desire to balance cultural immersion, experiential learning, adventure, nourishing relaxation, personal growth and practice, and a strong sense of community. We believe service projects (and the personal growth into the retreats provides) are a way for our groups to practice selfless service and a way to give back and connect with local communities around the world. True Nature Travels is also committed to the practice of Geotourism, or 'best practice' tourism that sustains (or even enhances) the authenticity of each experience.

VOICE

If TN was a person, how would you describe their personality/True Nature?

POSITIVE AUTHENTIC

ACCOMPLISHED

No matter the content, we always use a light, professional Voice.

POSITIVE
Use positive, encouraging language that engages the reader without feeling "preachy."

AUTHENTIC
Be honest & direct. Don't overpromise or use marketing jargon that comes off as rehearsed or fake.

ACCOMPLISHED
After 10+ years, we are experts in the field of travel and retreats. Speak with confidence.



**SAVE \$200
CODE: HOLIDAY200**

\$600 OFF FOR NSLS STUDENTS
OFFER VALID 12/15/22-1/15/23
WWW.TRUENATUREEDUCATION.COM



FEATURED RETREAT FRIDAY!

HERE ARE THIS WEEK'S TOP RETREAT SELECTIONS
FROM THE TRUE NATURE STAFF!

<https://Truenaturetravels.com/annual-calendar/>



TRUE NATURE'S GIFT OF GRATITUDE



**SAVE \$200
CODE: GRATEFUL22**

WWW.TRUENATURETRAVELS.COM

NEW REGISTRATIONS ONLY.
OFFER VALID NOVEMBER 25-28, 2022.



Exploring the World. Changing Lives.

True Nature Travels specializes in group travel to a full catalog of beautiful and exciting locations around the world.

Whether you Join or Lead, we take care of the details.



LEAD A RETREAT

From your vision to fruition, True Nature makes it easy to focus on teaching without the stress of planning. From the moment you reach out to us until you return home, we will be with you every step of the way so you can sit back and relax while we organize your entire adventure. Travel, teach, get paid, feel supported, and repeat.

ATTEND A RETREAT

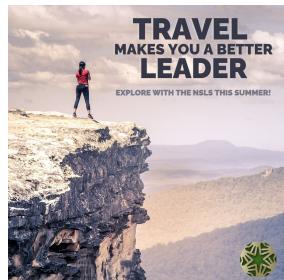
True Nature Travels offers a diverse catalog of retreats to exquisite locations around the world. Join us for unique and top-quality retreats in yoga, wellness, adventure, service, and education.



REFER A FRIEND

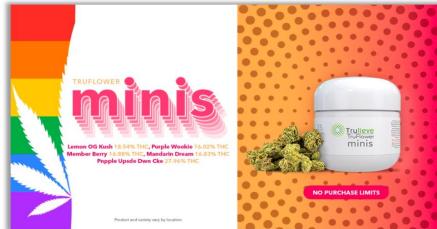


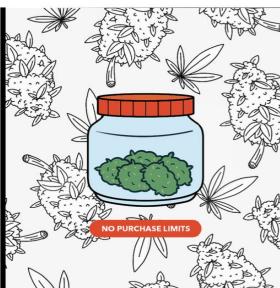
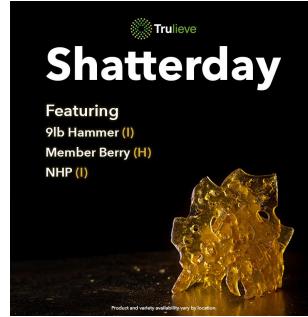
WHERE WILL
YOU GO IN
2022?
TRAVEL THE WORLD
SAFELY WITH THE NSLS!



www.TrueNatureTravels.com
info@truenaturetravels.com









International Programs: Primary data



Take away points from **Research Report**

Focus Group

Family members
first point of contact when considering big decisions. Print documents in Spanish are preferred.

Safety and Finance
aspects should be highlighted in media posts and documents for parents.

Diversity in media
needed on Instagram posts. as well as more candid moments and captions should stay short.

Survey Data

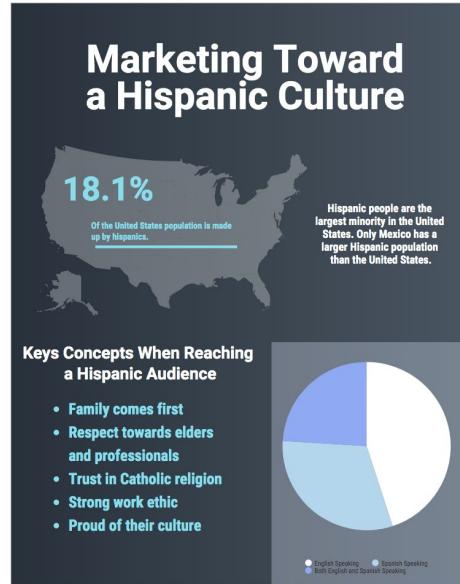
Financial Misconception
main barrier for those who have yet to study abroad.

Internet
most important information medium for high-involvement decisions.

New cultures
should be highlighted when addressing Spanish students looking to study abroad as it is the favorite aspect for those who have traveled previously.



Digital and Print media is preferred in 100% English. Students request a full Spanish translation for material that will be presented to family members.



Experience:

New cultures



Once in a lifetime friendships

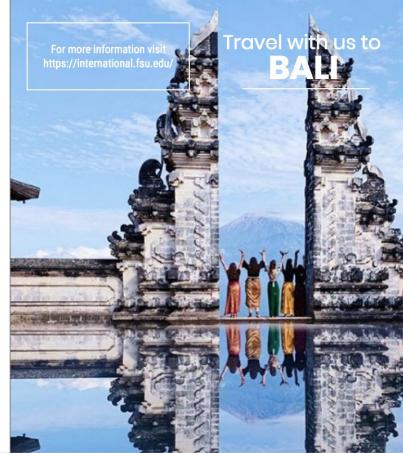


Educational opportunities



For more information visit: <https://international.fsu.edu/>

Travel with us to **BALI**



Experiencia:

Nuevas culturas



Amistades que durarán toda la vida



Oportunidades educativas



Para más información: <https://international.fsu.edu/>

Viaja con nosotros a **BALI**

