

Samantha Caldwell

Work Samples

Graphic Design. Brand Development. Content Marketing

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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.

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. Integrating service programs ("Karma Yoga") into the retreats provides an opportunity 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.

COLOR PALETTE

TRUE TAN
CMYK 9 : 8 : 13 : 0
RGB 231 : 227 : 209
HEX #E7E3D1

CAMEL
CMYK 35 : 28 : 51 : 12
RGB 144 : 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

SAND - ACCENT
CMYK 16 : 18 : 11 : 1
RGB 211 : 207 : 203
HEX #D3CFCB

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.TRUENATURETRAVELS.COM



FEATURED RETREAT FRIDAY!

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

WWW.TRUENATURETRAVELS.COM/FEATUREDRETREATS



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.

EARN \$150

SIGN-UP WITH A FRIEND AND RECEIVE A \$150 GIFT CARD ON US!

REFER A FRIEND

ICELAND

COSTA RICA

ITALY

WHERE WILL YOU GO IN 2022?

PERU

GUATEMALA

TRAVEL THE WORLD SAFELY WITH THE NSLS!

TRAVEL MAKES YOU A BETTER LEADER

EXPLORE WITH THE NSLS THIS SUMMER!

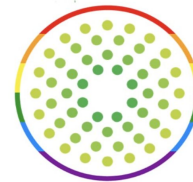


TrueNature
Travels

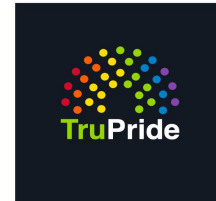
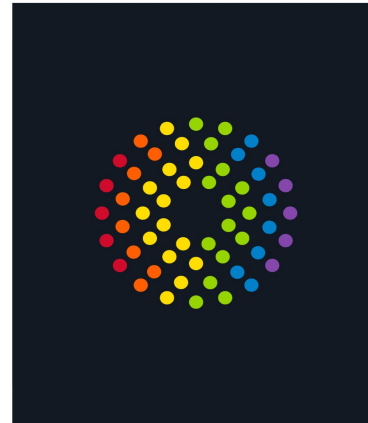
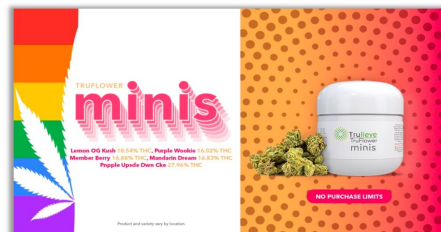
EST 2003

www.TrueNatureTravels.com
info@truenaturetravels.com





Trulieve





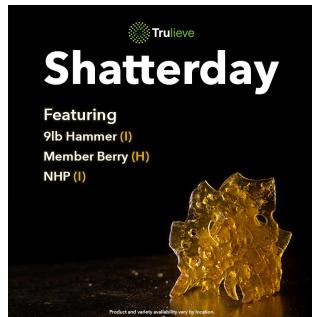
BLACK TUNA

HYBRID 22.54%THC

Gift with Purchase

Trulieve

Product and variety vary by location.



Trulieve

Shatterday

Featuring
9lb Hammer (I)
Member Berry (H)
NHP (I)

Product and variety vary by location.



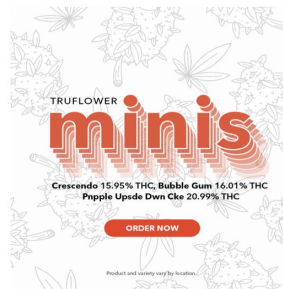
Shatterday

ORDER NOW

Featuring
9lb Hammer **INDICA**
Member Berry **HYBRID**
Northern Hash Plant **INDICA**

TruShatter (1g) - \$60

Product and strain availability vary by location.



TRUFLOWER

minis

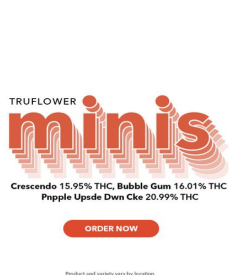
Crescendo 15.95% THC, Bubble Gum 16.01% THC
Pippie Upside Dwn Cke 20.99% THC

ORDER NOW

Product and variety vary by location.



NO PURCHASE LIMITS



TRUFLOWER

minis

Crescendo 15.95% THC, Bubble Gum 16.01% THC
Pippie Upside Dwn Cke 20.99% THC

ORDER NOW

Product and variety vary by location.



NO PURCHASE LIMITS



Trulieve

HAPPY FRIDAY

420 HOURS UNTIL 4/20



Trulieve

HAPPY FRIDAY SPECIAL

420 HOURS UNTIL 4/20

20% OFF
(ALL DAY)

ORDER NOW

Offer valid 04/02/2021. Offer is not stackable with other patient discounts. Offer excludes TruFlower Minis, Ground TruFlower, Whole TruFlower and Cultivar Collection. Product and variety availability vary by location.



International Programs: Primary data



Focus Group

Survey Data

Family members

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

Financial Misconception

main barrier for those who have yet to study abroad.

Safety and Finance

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

Internet

most important information medium for high-involvement decisions.

Diversity in media

needed on Instagram posts, as well as more candid moments and captions should stay short.

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.

Marketing Toward a Hispanic Culture

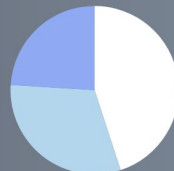
18.1%

Of the United States population is made up by Hispanics.

Hispanic people are the largest minority in the United States. Only Mexico has a larger Hispanic population than the United States.

Keys Concepts When Reaching a Hispanic Audience

- Family comes first
- Respect towards elders and professionals
- Trust in Catholic religion
- Strong work ethic
- Proud of their culture



English Speaking Spanish Speaking
Both English and Spanish Speaking

International Programs

COMMUNITY SUMMIT ON CHILDREN
May 10, 8:30 a.m.-2:00 p.m.

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May 10, 8:30 a.m.-2:00 p.m.

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May 10, 8:30 a.m.-2:00 p.m.

TEDxFSU
an independently organized TED event

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
nosotras a
BALI

