



OnePlan Travel

A LETTER FROM ONEPLAN TRAVEL

The trips we remember are shaped not only by the places we visit, but by how freely we experience them. Every traveler believes their next trip will be different, yet planning always feels the same. Group chats are no longer helpful, they are chaotic. Spreadsheets are no longer optional, they are exhausting. Travel plans are no longer shared moments, they are scattered fragments. And with that friction comes a cost that cannot be ignored. Planning now decides how we anticipate, how we agree, how we budget, and how we remember the trip itself. The question is no longer whether planning shapes the journey. The question is how much joy it takes from it.

At OnePlan Travel, we believe travel should begin with excitement. Logistics may be unavoidable, but stress is not. As trips grow more ambitious, they must also become easier to organize. As groups get bigger, decisions must stay aligned with everyone's wishes. As bookings multiply, the plan must create clarity rather than bury it. The trip we envision is not one dominated by endless tabs and lost messages, but one where a single plan acts as a trusted companion, organized, transparent, and shared. We build with the understanding that every travel product subtly shapes the trip. Itineraries influence pace. Budgets influence choices. Shared plans influence friendships. To design a travel app is to participate in shaping memories. That is a responsibility we approach with care and rigor. We are not interested in features for spectacle. We are interested in features that endure. Tools that reduce planning time rather than add to it. Itineraries that empower groups and solo travelers to move with greater freedom and confidence. Budgets that stay honest instead of collapsing under surprise expenses. AI that augments human wanderlust, suggesting routes, surfacing hidden gems, and unlocking spontaneity, without eroding trust or control. The most meaningful travel app is not the loudest one. It is the most reliable. It does not demand attention; it earns it quietly through every well-planned day.

As we look ahead, we see travel that will be more connected, more spontaneous, and more personal than ever before. But it must also become more effortless. More shared. More human. The plans we build today will define the trips of tomorrow. They will determine how easily friends align, how wisely budgets are spent, and how fully moments are lived. OnePlan Travel exists to ensure that this evolution moves in a direction that brings people closer rather than apart. We believe clarity is a form of care. We believe simplicity is a form of freedom. And we believe that travel, when planned with intention and shared openly, can deepen human connection rather than strain it. This is not a short journey. It is not defined by a single feature release or a single destination. It is defined by continuous refinement, by listening, learning, traveling, and improving with intention. We are committed to building thoughtfully, scaling responsibly, and contributing to a future where planning enhances travel in tangible, joyful ways. A great trip is not simply about going farther. It is about going together with direction. And at OnePlan Travel, the journey is everything.



OUR PURPOSE IS TO BRING THE WORLD CLOSER THROUGH THE JOY OF TRAVEL.



Danny Founder, LumiLabs & OnePlan Travel Travel

If you are reading this, it means you believe, even quietly, that travel can be more than flights and hotels. It can be a force that reshapes how we rest, how we connect, and how we understand the world. We are living in an era where one app can suggest, organize, budget, and coordinate at a scale unimaginable just a decade ago. Trips are becoming easier to book. Destinations are becoming easier to reach. Information is becoming infinite. Yet amid this abundance, something essential is at risk: presence. Travel is getting more accessible, but not always more meaningful. More documented, but not always more shared. OnePlan Travel was founded on the belief that a journey must be planned, not just booked, that a great trip must be anchored in clarity, togetherness, and anticipation.

To us, an itinerary is not an end goal. It is a lever. A carefully designed plan can remove friction from someone's holiday. A well-structured budget can prevent quiet conflicts between friends. A thoughtful app can give back time, and time is the most valuable currency any traveler has. OnePlan Travel exists to design and build the single place where every trip quietly comes together. We believe logistics should be structured, not stressful. We believe group decisions should be transparent, not chaotic. We believe a plan should simplify choices, not multiply them. In a world overwhelmed by options, one clear plan becomes an act of care.

The name OnePlan Travel reflects that philosophy. "One" represents unity, not one person deciding for everyone, but everyone deciding as one. "Plan" represents intention, the willingness to dream, discuss, adjust, and agree before setting out into the world. We approach every trip as both organizers and companions. Every itinerary shapes the pace. Every shared budget shapes trust. Every group decision carries emotions. Building a travel app today means shaping the memories, friendships, and stories of tomorrow. That responsibility cannot be secondary. It must be foundational.

As travel continues to reopen the world, we see both extraordinary potential and real friction. Without structure, group trips become expensive chaos. Without transparency, shared budgets erode trust. Without alignment, excitement turns into fatigue. At OnePlan Travel, we plan with guardrails. We prioritize agreement before booking. We define the trip before the tickets. We believe AI should augment the traveler, handling repetitive logistics, suggesting better routes, unlocking local discoveries, rather than replacing the joy of choosing. Technology should help people travel more deeply, not scroll more endlessly. We also believe travel must be sustainable. The world does not need more trips built for short-term photos. It needs journeys designed to be remembered. It needs plans that adapt. It needs tools that respect budgets, time, and friendships. A trip without alignment is not adventure, it is stress with a boarding pass. At OnePlan Travel, alignment matters. We measure success not only by trips planned, but by trips enjoyed. Not only by downloads, but by groups that travel together again. Not only by speed, but by memories. The future of travel will undoubtedly be more automated, more intelligent, and more interconnected. The question is not whether technology will shape our journeys, it already does. The question is how intentionally it will do so. We envision a future where groups decide with less friction and more excitement. Where budgets are clear before departure, not painful after return. Where planning feels like part of the trip instead of a chore before it. Where the app becomes an invisible travel companion, present, but not intrusive. Helpful, but not overwhelming. OnePlan Travel is still at the beginning of its journey. We are experimenting, learning, refining, and building with discipline. We do not claim to have all the answers. But we are committed to asking the right questions, about simplicity, trust, togetherness, and real travel needs, before shipping the next feature. Because a trip does not become great through spending alone. It becomes great when every moment is planned with intention. Our purpose is not simply to build a travel app. It is to build better journeys. To reduce friction where it overwhelms. To bring clarity where there is chaos. To create one plan that lets people focus on what truly matters: the trip itself. If we succeed, our work may not always be visible. But its impact will be felt, in time saved, in stress removed, in friendships strengthened. And that, to us, is the perfect trip.

A stylized handwritten signature in blue ink, appearing to read 'Dinh Phan Nhat Nam'.

Dinh Phan Nhat Nam | Danny
Founder, LumiLabs & OnePlan Travel Travel

VISUAL IDENTITY



OnePlan Travel

Primary Logo

The OnePlan Travel logo combines three core symbols: a paper plane, a pin, and the letter P, reflecting a philosophy of travel that begins with direction, place, and a single shared plan.

The overall shape subtly resembles a paper plane in motion, representing the excitement of setting off and the freedom of the journey. The dot element embodies the map pin, symbolizing destination, discovery, and the places that anchor every trip we take. The letterform P grounds the mark in the product name, a plan that is intentional and shared rather than scattered or chaotic.

Together, the mark communicates that OnePlan Travel is a place where every journey starts from a single point, moves with direction, and is designed to bring travelers forward with purpose.



One Plan

Primary Logo Clearspace

To preserve the integrity and visual impact of the OnePlan Travel logo, clear space must always surround the mark. This protected area ensures the logo remains legible, balanced, and visually distinct across all applications.

The minimum clear space is defined by the height of the pin dot within the symbol (X). A margin equal to at least 1X should be maintained on all sides of the logo, free from text, imagery, graphic elements, or page edges. This rule applies consistently across digital interfaces, print materials, presentations, and environmental design.

Maintaining proper clear space reinforces brand clarity, prevents visual clutter, and ensures the OnePlan Travel identity remains strong, recognizable, and uncompromised in every context.



One Plan

Logo Icon / Favicon

For favicon applications, where the OnePlan Travel logo appears at very small sizes (16×16px, 32×32px, 48×48px, etc.), clear space must be optimized for clarity and recognition. Due to the limited canvas, the symbol-only version of the logo should be used, without logotype or tagline. A minimum padding equal to 15–20% of the total favicon canvas should surround the mark to prevent visual crowding and edge clipping across browsers and devices.

The logo must remain centered within the square format, with balanced spacing on all sides. No additional background elements, gradients, or decorative graphics should interfere with the mark. When displayed on light browser themes, use the primary brand version; for dark themes, use the inverted or light-approved version to maintain contrast and legibility.

Because favicons function at micro-scale, simplicity is critical. Avoid compressing, stretching, or placing the symbol too close to the edges. Proper spacing ensures the OnePlan Travel identity remains sharp, recognizable, and professional, even at the smallest digital touchpoints.





TYPE_FACE

Every trip, in one plan.



OnePlan Travel

FK RASTER
ROMAN COMPACT
/BLENDED

For social purpose

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

BE VIETNAM PRO

For App design

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

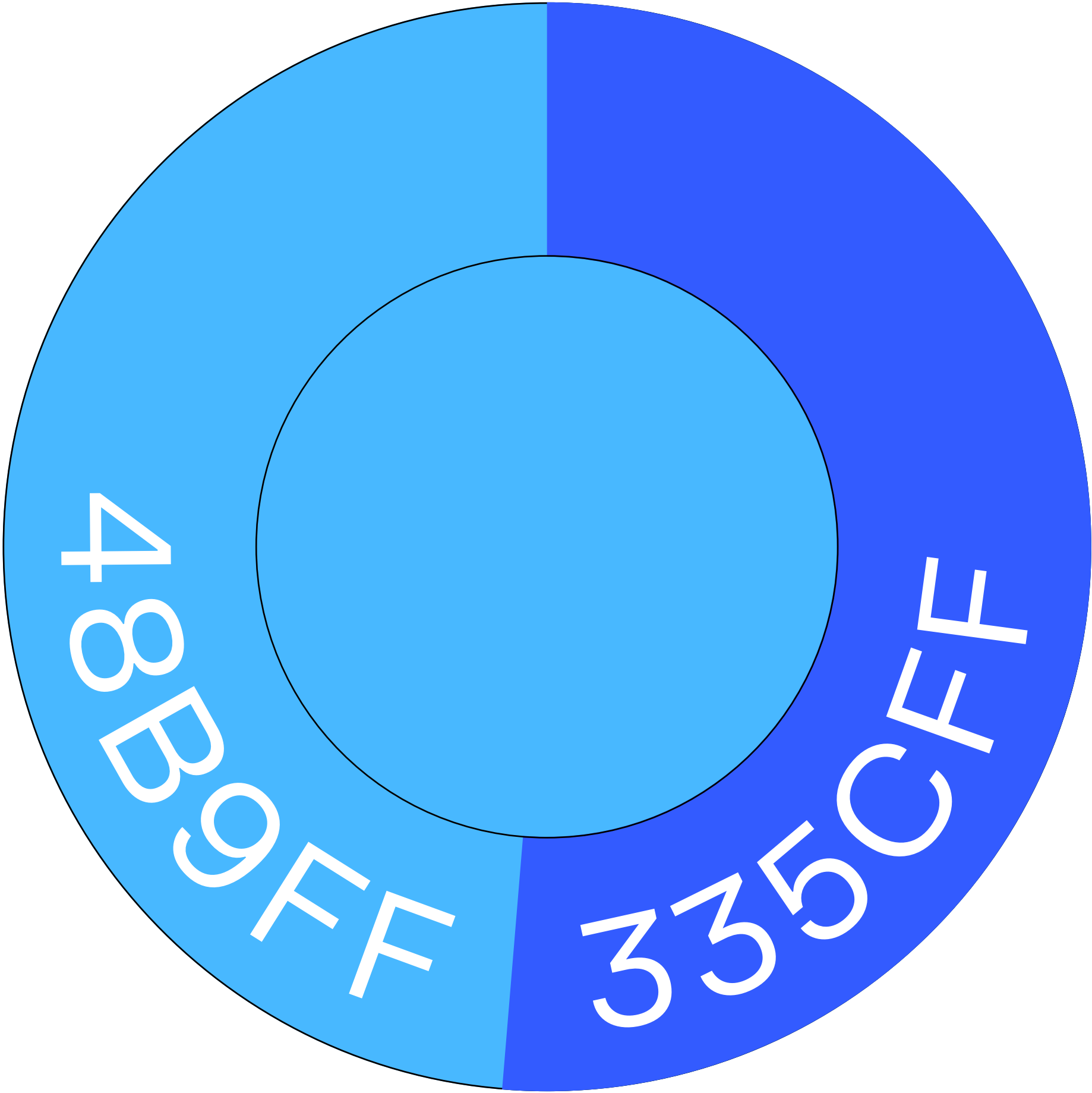
0 1 2 3 4 5 6 7 8 9

COLOR PALETTE

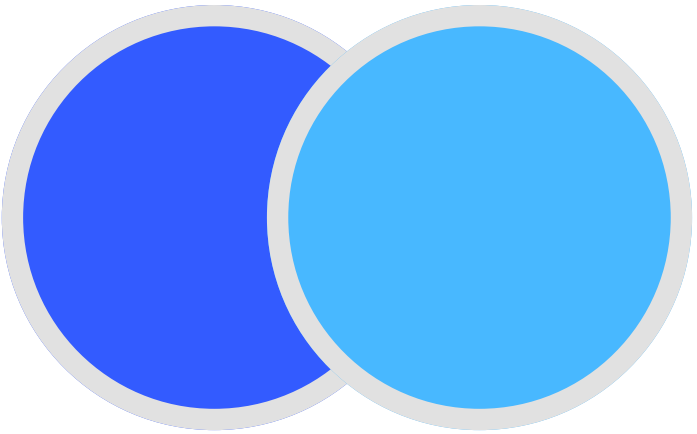
Every trip, in one plan.



OnePlan Travel



Primary color



The color #335CFF is a vivid electric blue, positioned between classic blue and violet, evoking clear skies, open water, and the boundless feeling of departure. It strongly conveys a sense of trust, movement, and adventure, making it a natural choice for travel, mobility, and app-related branding.

- With deep blue dominance balanced by a lift of red, this color feels confident, modern, and optimistic:
- When placed on a black background, #335CFF appears to glow, creating a bold and energetic visual impact;
 - On a white background, it feels crisp, trustworthy, and digitally native.

Psychologically, this shade of blue communicates reliability and calm while maintaining a sense of excitement and forward motion - ideal for brands centered around journeys, discovery, and traveling together.

{ Supportive Colors }

