

Vox City, the leading provider of tourism services, Launches Brand New Logo



London, United Kingdom Feb 18, 2023 ([Issuewire.com](https://www.issuewire.com)) - Vox City is a name synonymous with providing visitors with the best sightseeing experiences. At Vox City you will find a team of professionals who have been in the tourism business for over 21 years. For those who prefer to explore on their own terms, Vox City's 2018 debut marked the beginning of a new era in self-guided travel, from walking tours of major cities to audio strolls around the world's most famous landmarks. Global travelers still take use of our self-guided tours, so we've expanded our offerings to meet the growing need for more robust itineraries that accommodate the ways in which we currently travel.

In order to assist an even larger number of tourists in having the finest city break possible, [Vox City](#) has unveiled a rebranding initiative today. The company's vision for the future is better reflected in the revised brand identity. Vox City's unique All-Inclusive passes provide clients with tremendous discounts, variety, inspiration, and convenience by allowing them to see as many attractions as they'd like at a given place for one flat price.

The new Vox City logo and color scheme were inspired by the energy and diversity of urban areas and the aspirations of Vox City's target audience. To emphasize their active nature and desire to maximize

their travel experiences, they have adopted mint as their new primary hue. The world is symbolized by the outside mint circle, which also alludes to the company's global influence. An indicator of your current location is depicted by the green circle on the far right. The new logo for Vox City clearly identifies the company as a travel technology provider, with the color green being brought to life as a location pin to remind tourists of the greatest options for both guided and self-guided sightseeing. The former Vox City

emblem was rather complex, thus this makeover streamlined its appearance. The new, simplified version of the logo, which is rendered in bold mint lines and adorned with a green location pin, is a significant improvement over the old one; it communicates the company's innovative nature and its openness to adapting to the changing tastes of its clientele.

Millions of tourists from all over the world have used Vox City's Exploring passes to save money and make the most of their visits to various cities. The money put towards the new name will spread the word about the amazing deals on sightseeing passes and packages, allowing more people to have the holiday of a lifetime in the best city in the world.

Help us provide a warm welcome to the newest Vox City!

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