

## Travelzoo Awards

### Event identity and collateral

When Travelzoo decided to host an awards ceremony for the companies behind the best travel deals of the year, Thinkso named the event and designed the identity as a premium extension of the Travelzoo brand. In addition to the sculptural Tzoo award itself, we designed a Travelzoo-branded poker chip invitation to create excitement. Inspired by the Las Vegas venue, Thinkso introduced an image of Las Vegas lights as the unifying graphic element across all applications, including all print collateral, signage and environmental graphics, and a special website.

