

# Book Direct Day 2023

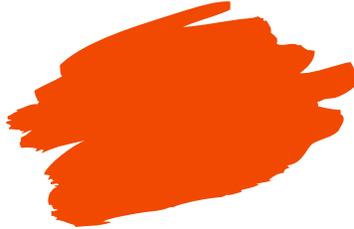
February 1st

download graphics

## Color Palette



#07a5c3



#f14902



#303030



#f4b324

## Font Style

Headers: Arbutus Slab

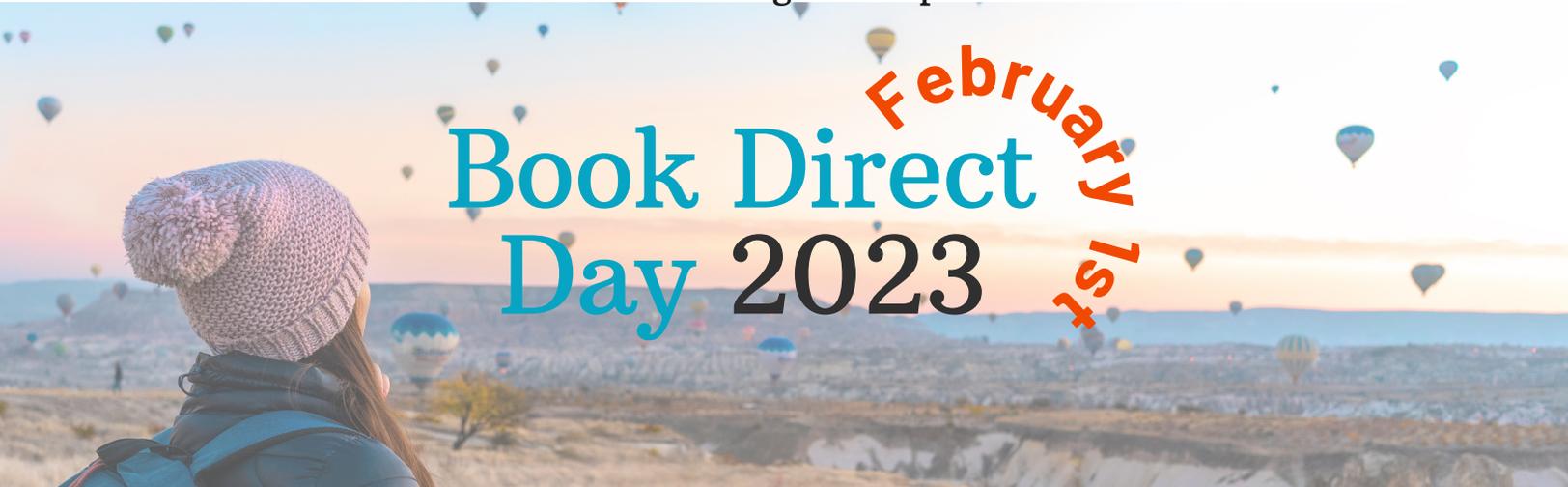
Call To Action: Barlow Bold

Body: Montserrat Classic

## Icons



## Cover Image Example



Book Direct  
Day 2023

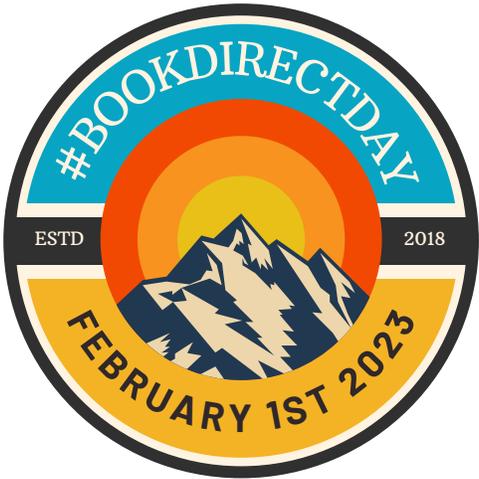
February 1st

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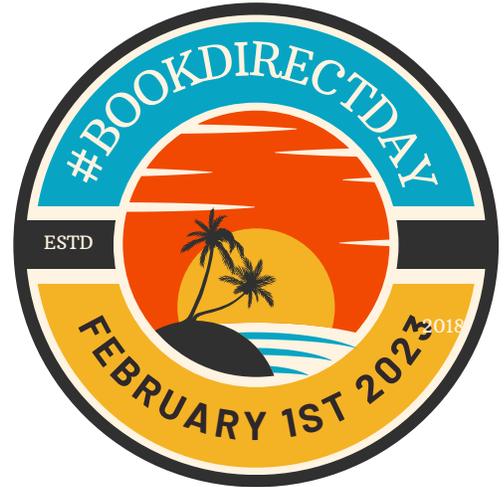
Logo's

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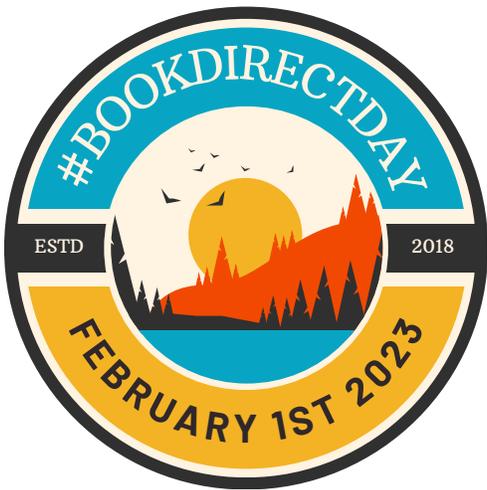
Snow & Ski



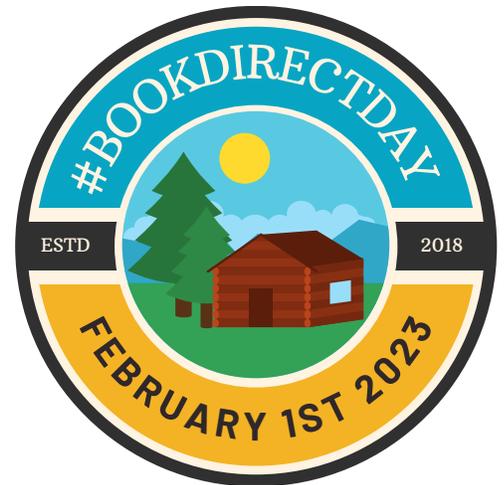
Sun & Sand



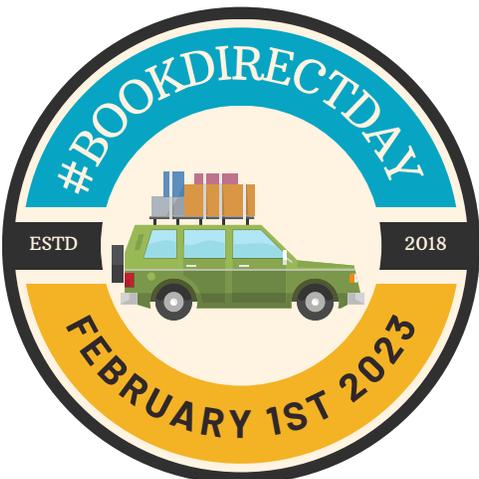
Lake Front



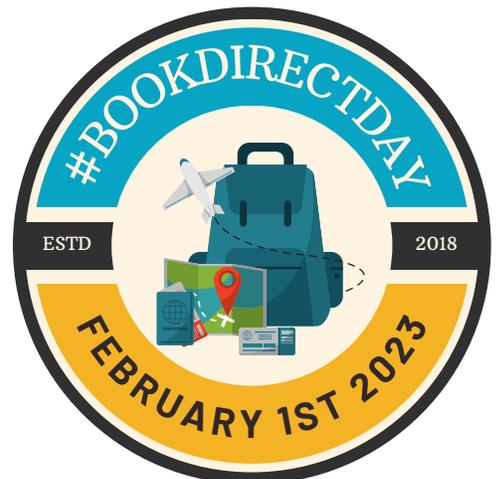
Cabin & Treehouse



Domestic Travel



International Travel



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Social Media  
Post Copy

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1. It's the 6th annual #BookDirectDay! The best way to get the best deal on your 2023 vacation is by booking directly with us!
2. #BookDirectDay is finally here! From savings money to having local support during your stay, there are so many reasons to #BookDirect with us!
3. It's #BookDirectDay! Avoid overpaying and enjoy better customer service on your 2023 vacation by booking directly with us!
4. Happy #BookDirectDay, everyone! Get the best rate and unmatched customer support on your next [insert location] vacation this year!
5. Happy #BookDirectDay! There are so many reasons why #BookingDirect is better!  
Here's a few:
  - Get the best rate possible
  - Local support if a problem arises
  - Better customer service
  - You're supporting a local business

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Hashtags

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#BookDirectDay

#BookDirect

#BookingDirect

#BookDirectDay2023

#BookDirectAndSAVE