

1. Description

The brand is a travel blog called “Next Stop”. This blog inspires adventure, accessible travel, and values people sharing genuine experiences.

2. Key Audience

Targeting 20-40-year-olds who seek budget-friendly, memorable travel experiences. The audience includes young professionals, digital nomads, and travel enthusiasts interested in both short trips and immersive vacations. The audience is a mix of men and women, but predominantly women.

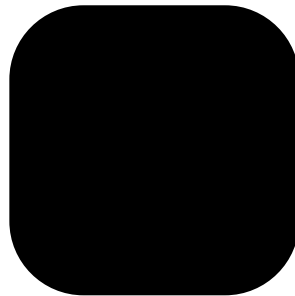
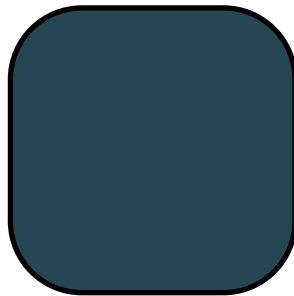
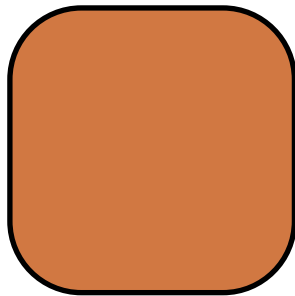
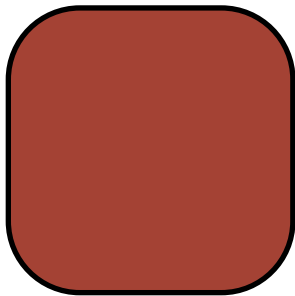
This audience lives in major cities across Canada and the United States. They like to explore different parts of their country on solo trips and group trips with friends. They are curious, easygoing, fun, and open to new experiences.

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STOP



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Heading 1 — Canela Text Medium

Heading 2 — Canela Text Regular

Heading 3 — Mukta Mahtee SemiBold

Paragraph — Mukta Mahtee Regular. Here is an example of what a paragraph on Next Stop's blog might look like. This font has similar characteristics to the Canela Text font headings, so they mesh well together.

