

Essence Corp unveils new logo in honor of 35th anniversary



The colors of Essence Corp's new look are dark blue, burgundy and blue-grey

During its weeklong 2023 Internal Meeting at Jungle Island in Miami, [Essence Corp.](#) revealed a new logo in celebration of its 35th anniversary.

The new look is inspired by the ocean and the sky, key elements in the travel retail industry. Designed by Xposure Advertising, a full-service graphic design and branding studio, the new logo incorporates a sophisticated color palette: dark blue to evoke commitment, honesty and responsibility; burgundy to symbolize energy, individuality and assurance; and blue-grey for insight and stability.

According to the press release, "Essence Corp., a family company founded in Miami in 1988, is passionate about their brands, proud to server their clients and driven by excellence."