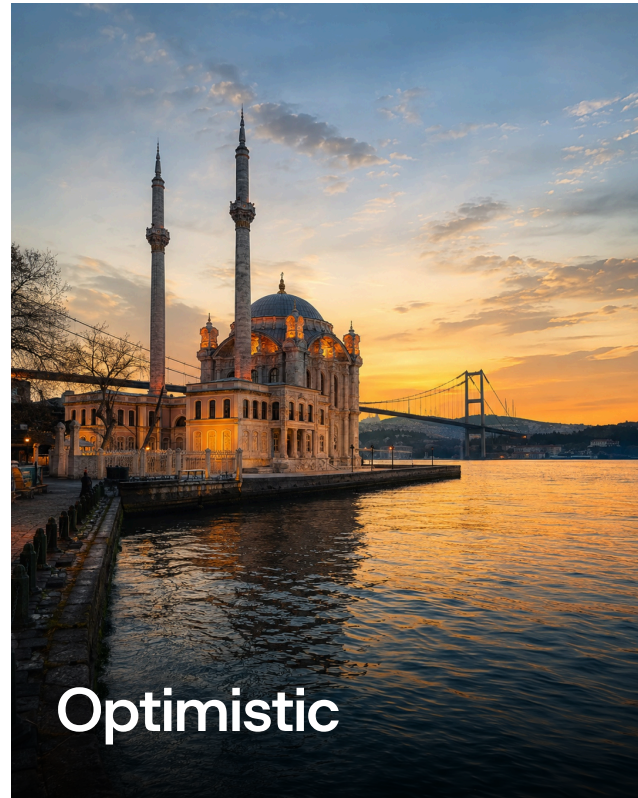


One conversation. The whole journey.

Wayfare / Noodle Seed's conversational travel demo

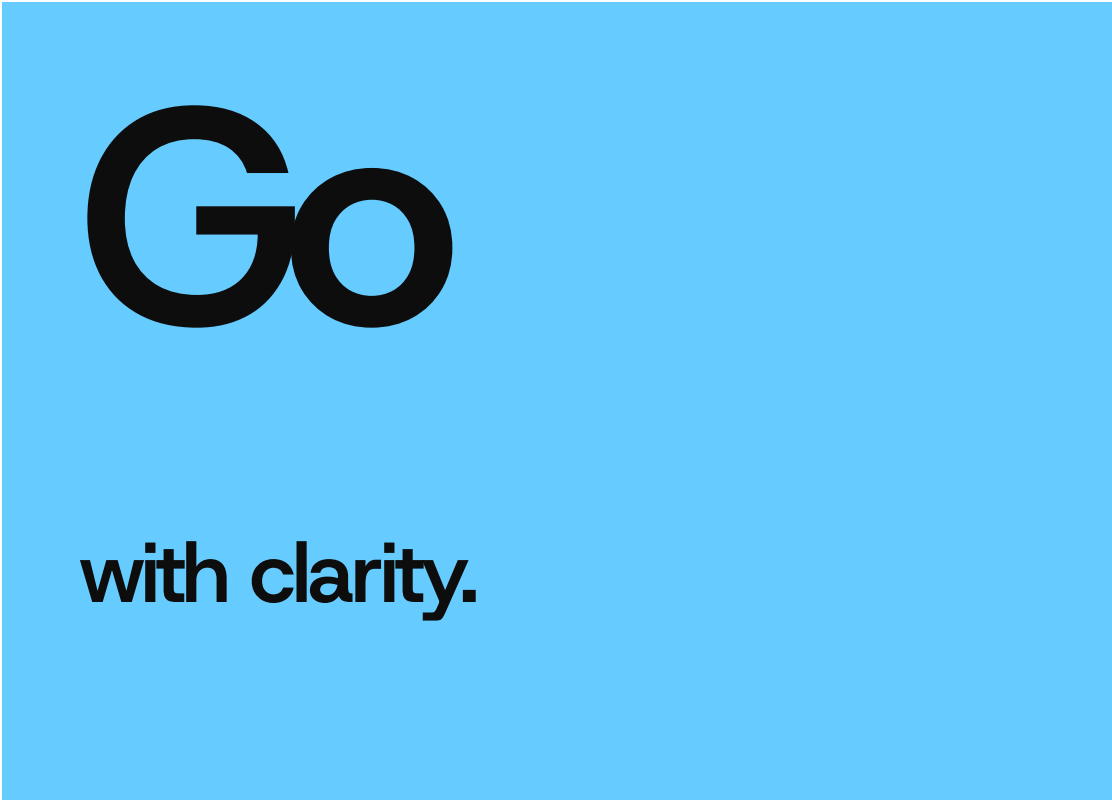
For the globally curious.

A demo of agentic travel for Noodle Seed's travel vertical. Worldly, optimistic, calm, and precise.



A clear point of view.

The experience should feel as considered as the journey.

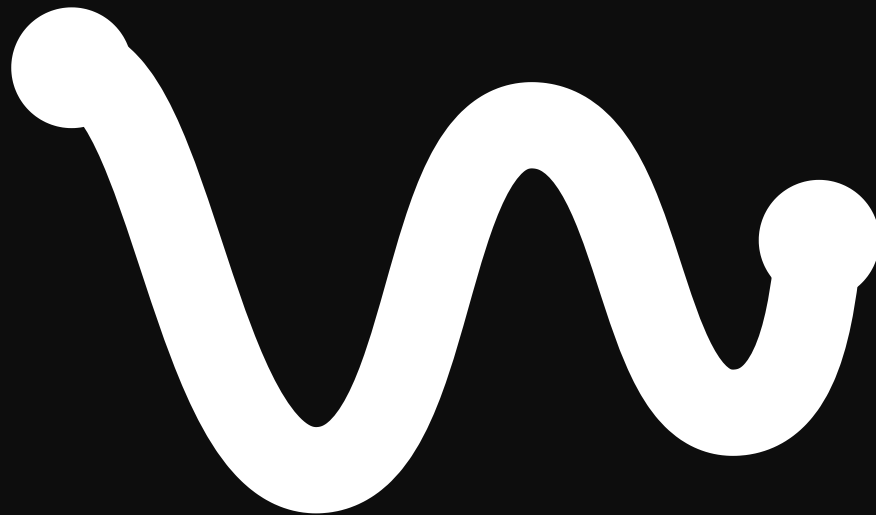


Go
with clarity.

- 01 Chat first
- 02 Clear before clever
- 03 Editorial, not ornamental
- 04 Confident, not loud
- 05 Truthful by construction
- 06 Global without clichés

The Wayline

One continuous line. A visible origin and destination. Movement and connection, without a plane or a map pin.



A visible origin.

A continuous journey.

A destination.

Recognizable at every scale.

A single mark, precise geometry, and a consistent relationship to the wordmark.

The primary logo consists of a stylized 'W' mark followed by the word 'Wayfare' in a bold, sans-serif typeface.

Primary / Host Grotesk semibold

The logo is shown in white against a black background, maintaining the same 'W' mark and 'Wayfare' wordmark.

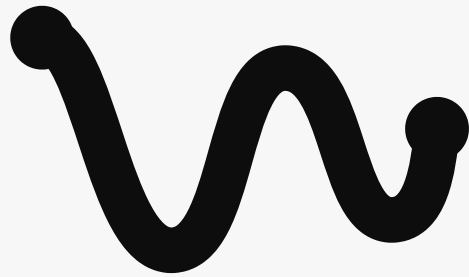
Reversed / exact geometry



One-color compact marks.
Blue is the favicon exception.

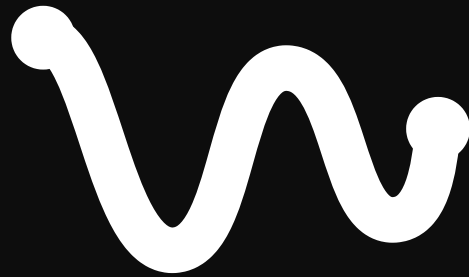
One silhouette. Four expressions.

Ink and white for everyday identity. Blue for the favicon. A liquid blue-hour field for the editorial feature.



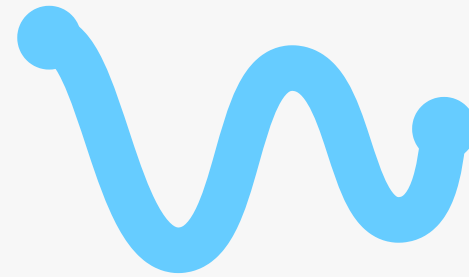
Ink

Everyday identity



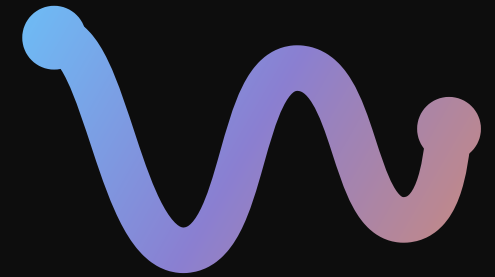
Reversed

Dark backgrounds



Blue

Browser favicon



Blue hour

Editorial fallback

Space to let the world in.

White, ink, and quiet neutrals. Photography brings the atmosphere.

Canvas	Surface	Boundary	Muted	Ink
#FFFFFF	#F7F7F7	#E8E8E8	#5D5D5D	#0D0D0D

Color has a job to do.

Blue means selected. Green means confirmed. Red means action is needed. Every state gets a label.

#66CCFF

Selected

Your current choice

Selected ✓

#99FF99

Confirmed

A verified completion

Confirmed ✓

#FF6666

Action needed

A clear next step

Review changes

Host Grotesk

One type family. A confident voice, from the first impression to the smallest trip detail.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & →

Regular / 400

Medium / 500

Semibold / 600

A rhythm you can read.

Compact headlines. Calm reading. Precise facts. Sentence case throughout.

Display / 600

Where next?

Section / 600

Somewhere worth discovering.

Body / 400–500

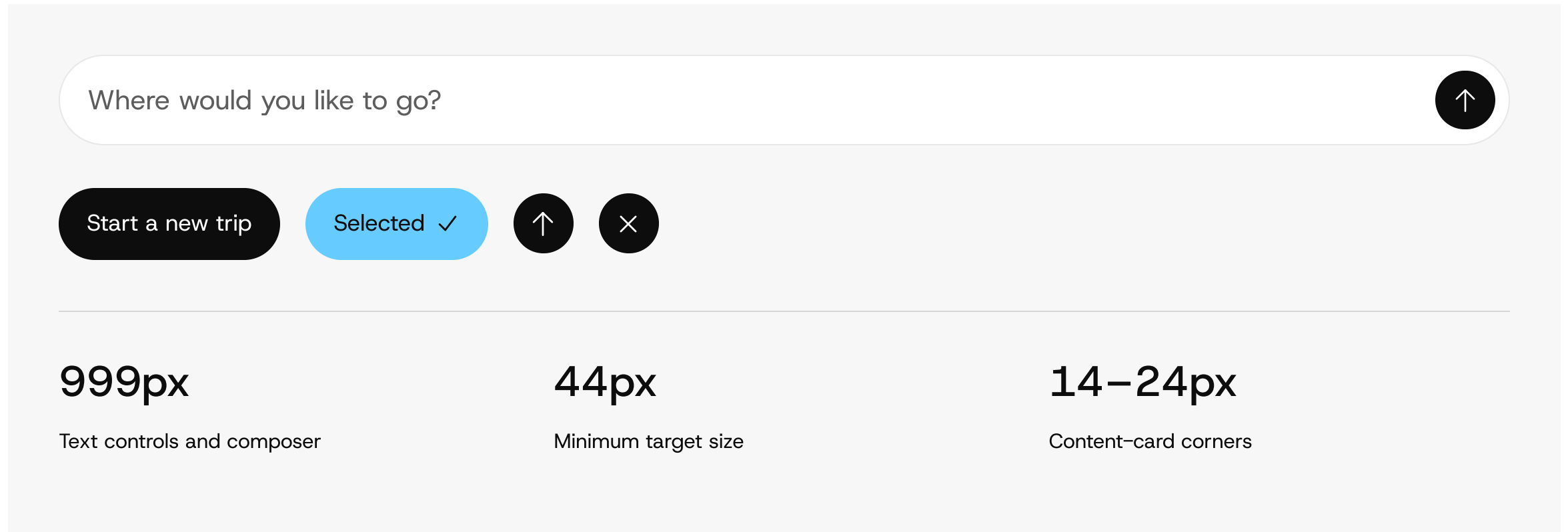
Tell Wayfare what you have in mind.
Refine the journey in one conversation.

Facts / tabular numerals

09:00 £184 2h 45m

Soft edges. Clear actions.

Pill buttons and composers. Circular icon controls. Neutral cards. Generous touch targets.



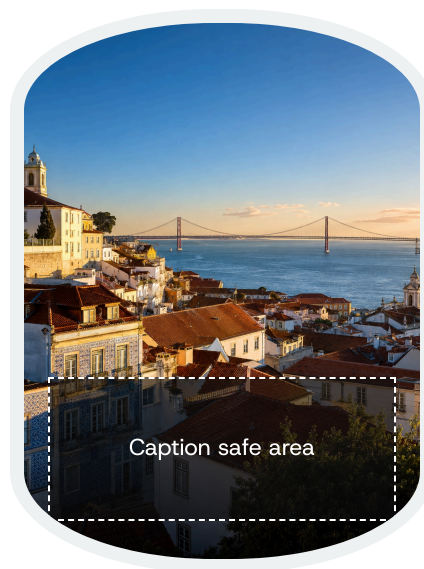
A window you recognize as Wayfare.

The 3:4 aperture turns a familiar travel detail into a repeatable brand signature. The place changes. The frame stays.



The aperture

Arched edges.
A pale structural surround.



The composition

A place-specific crop.
A darker lower interior.

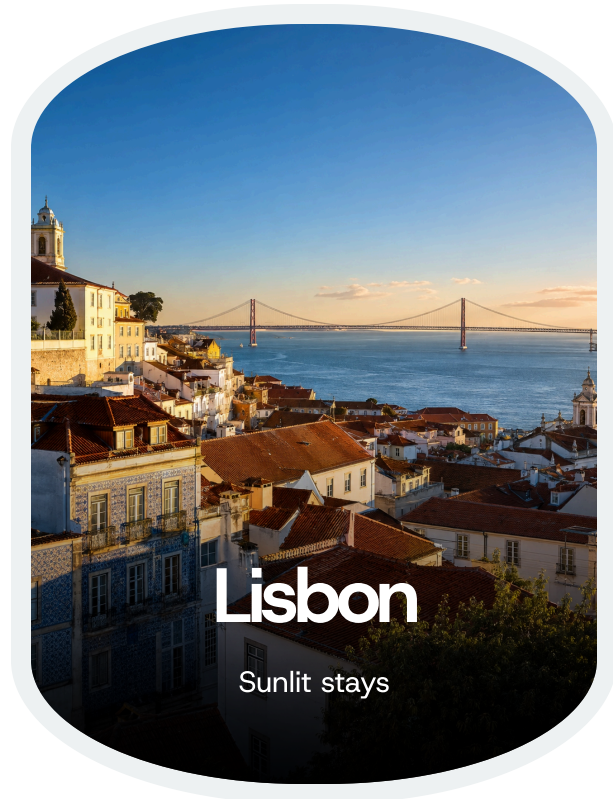


The signature

Centered, readable captions.
Reserved for inspiration.

A window into somewhere else.

The jet-window silhouette gives destination imagery a distinctive, repeatable frame.



A sense of place.

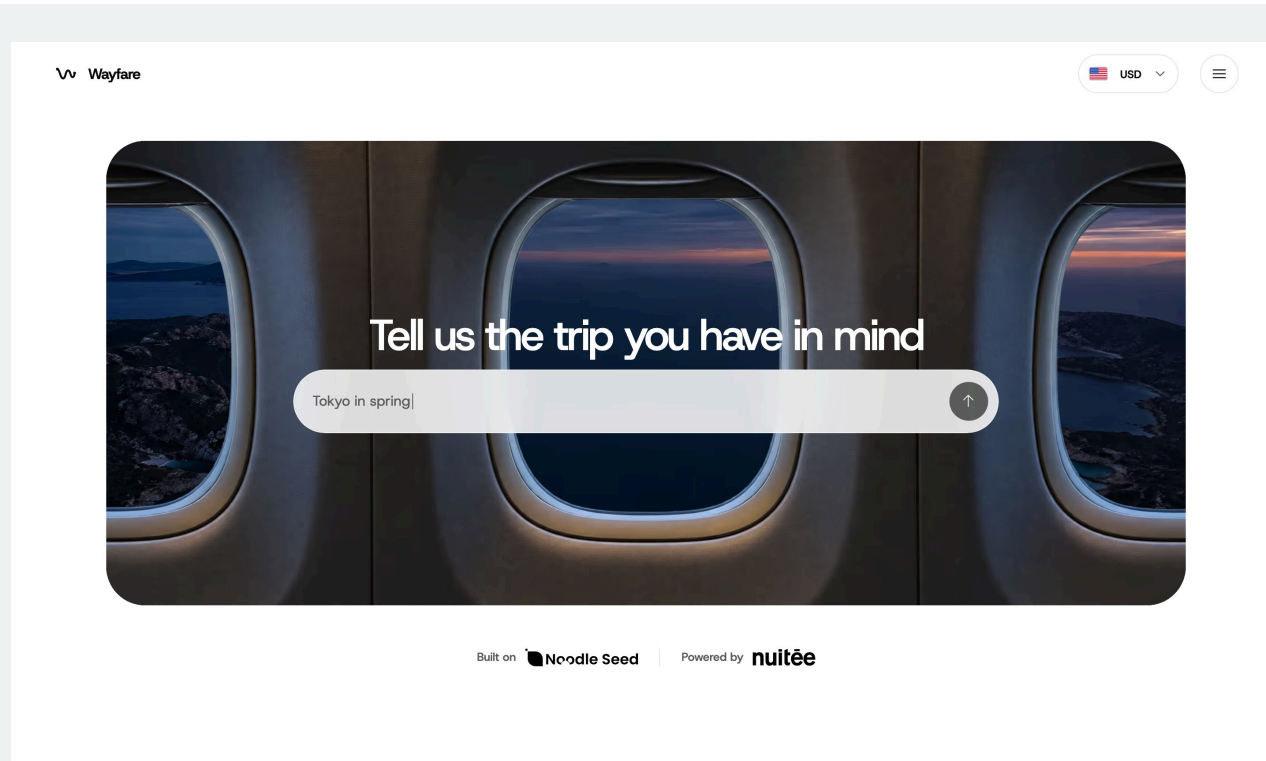
Observed, atmospheric, specific. Natural color and light. Real texture over generic travel symbolism.



Observed light.
Local texture.
A real sense of
place.

The system comes together in the demo.

The Wayline, type, photography, and conversation starter working together on the Wayfare homepage.



Actual website / September 2026

One identity. Every screen.

A clear first message, one composer, and a compact header. Brand continuity without crowding the journey.

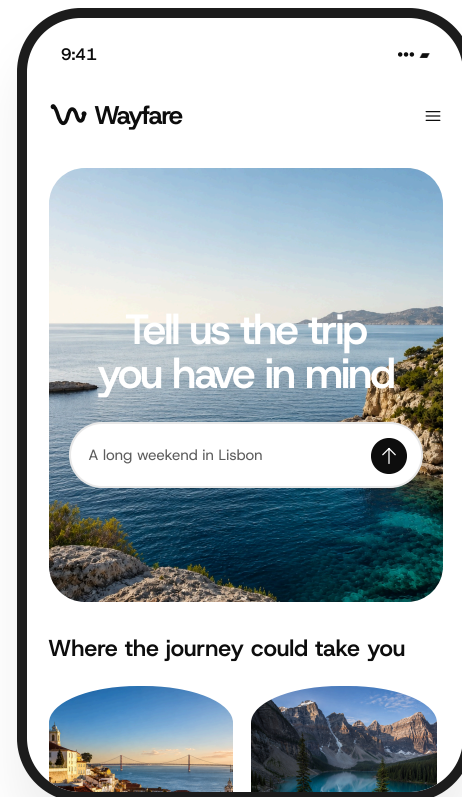
Less chrome. More journey.

One clear start.

Readable type.

Comfortable controls.

Responsive interface specimen



The conversation is the interface.

Intent, refinement, comparison, and selection stay in one chronological flow. Useful UI appears when it is needed.

Find a flight from London to Lisbon.

Here's how a flight can fit into the conversation.

Sample Airways

Nonstop

LHR
London · 09:00

2h 45m

LIS
Lisbon · 11:45

£184
Illustrative fare

Selected ✓

Refine the dates, compare an option, or keep planning.

Ask about this journey



The brand lives in the details.

The real flight-results component: a compact comparison, readable fare facts, and a clear selection state.

Useful facts. One next action.

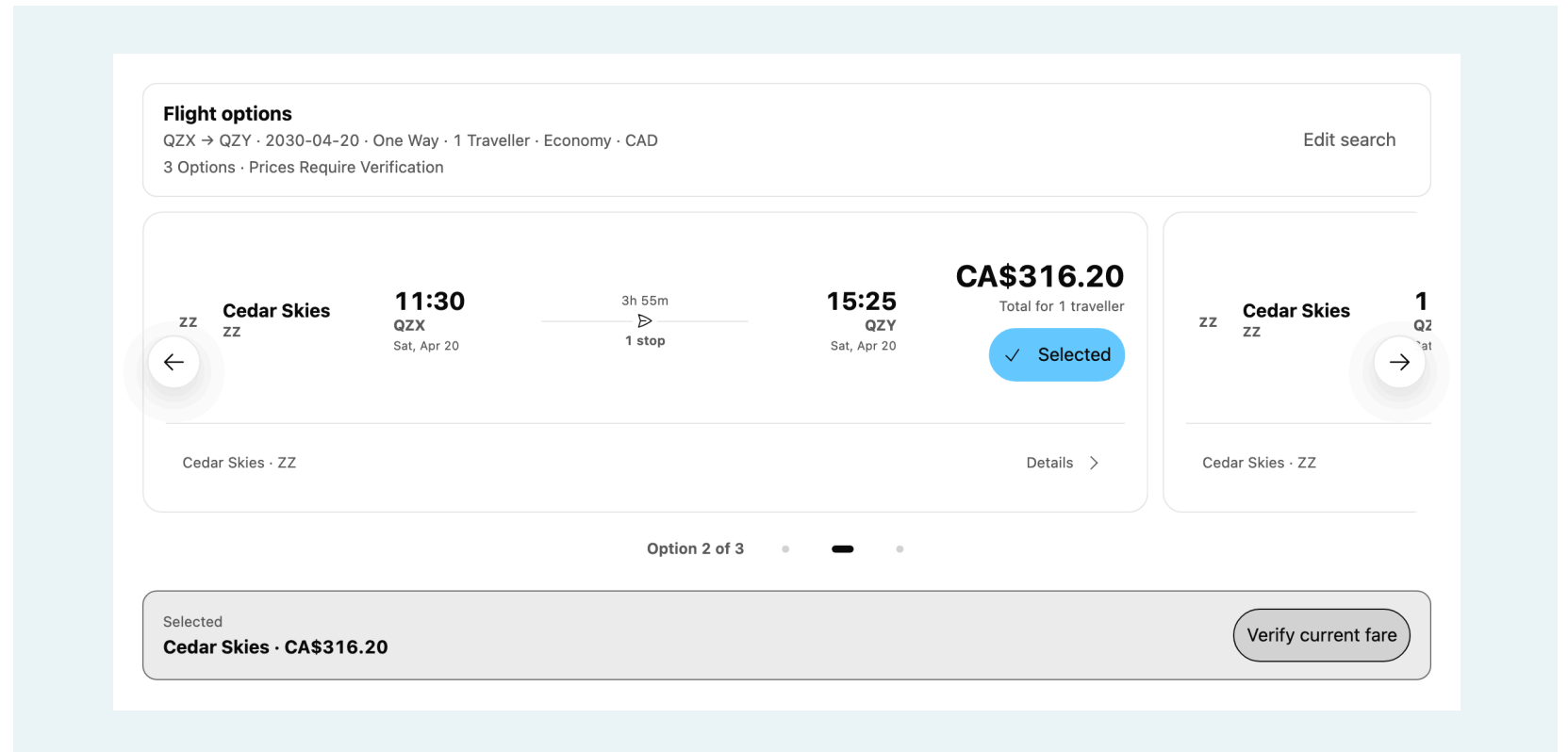
Neutral surfaces

Rounded controls

Selection blue

Explicit fare states

Actual component / fictional test data



One useful decision at a time.

A compact hotel card gives the conversation a visual answer. Neutral surfaces let the destination and decision lead.



Illustrative stay

A place in Lisbon

Alfama · Double room · Breakfast included

£160 / night

Selected ✓

MCP app interface specimen

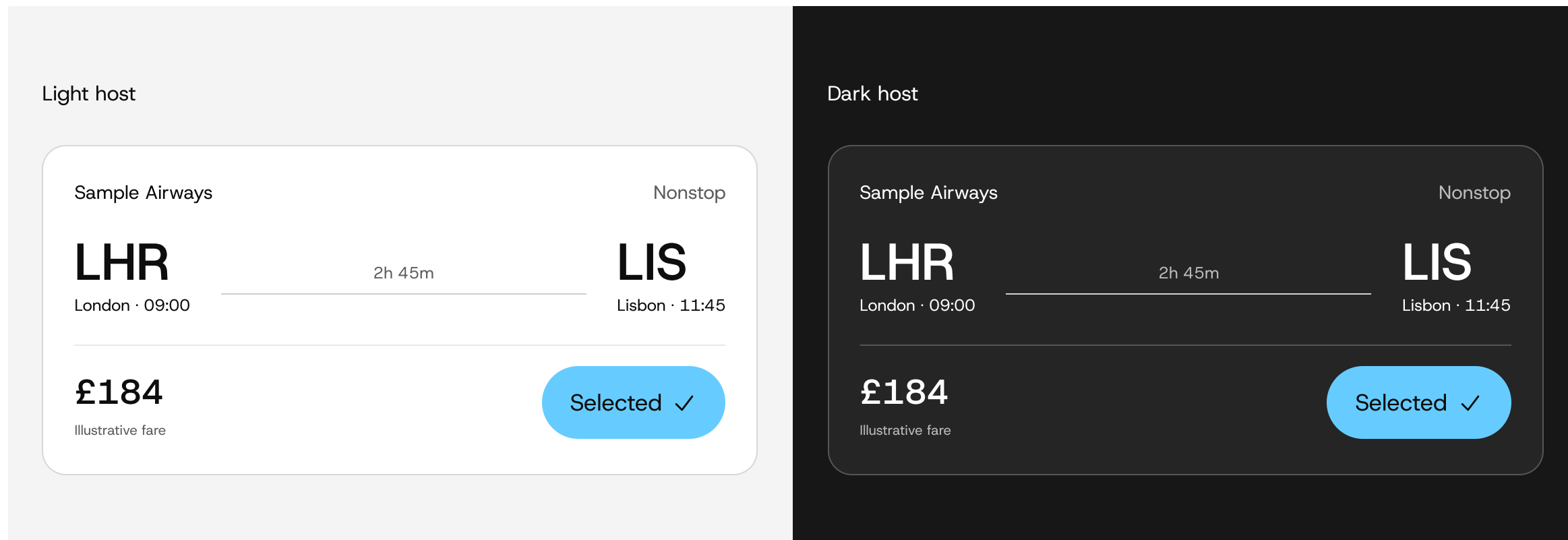
Let the place lead the card.

A photograph. The room facts. The rate. A clear selection.

Illustrative layout and values

Wayfare, wherever the conversation lives.

ChatGPT-hosted widgets inherit host typography and neutral theme tokens. Wayfare keeps its voice, iconography, and meaningful selection blue.



One family of useful signs.

Heroicons for functional UI. Outline by default. Consistent scale and stroke. Every control gets a useful accessible name.



Flights



Stays



Explore



Dates



Vouchers



Destinations

Small signs. Clear decisions.

Outline icons guide actions. A compact solid check confirms selection. Shared shapes connect the website and MCP apps.

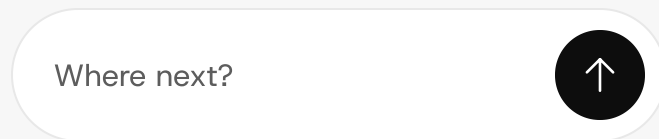
01 / Navigation



A familiar action.

Menu, new trip, close.
One outline family. Circular targets.

02 / Conversation



One next step.

20px functional icons.
A 44px minimum touch target.

03 / Selection



Meaning in words.

A solid status check.
Blue and a label together.

A little character, inside the glyph.

The six capability icons carry the same restrained liquid field as the editorial Wayline. The Heroicon silhouettes stay fixed.



Flights

Search and compare fares.



Hotels

Stays, rooms, and cancellation terms.



Experiences

Activities around the itinerary.



Loyalty

Points and redemption previews.



Vouchers

Eligible value for the trip.



Booking & trip care

Review and manage the journey.

Brand application from the product. Capability availability follows the product's live/demo labels.

Calm. Specific. Transparent.

Name what happened, explain the tradeoff, and make the next action clear.

Discovery

"I found three current fares that fit your dates."

Tradeoff

"The lower fare has one stop. The nonstop option is £84 more."

Change

"That price changed. Review the new total before continuing."

Move when it means something.

Motion communicates activity and continuity. The message, controls, and focus stay steady.

Ready

Where would you like to go?



Still and ready for input.

Responding

Thinking...

Planning your journey



BorderBeam / 3.1s loop
TextShimmer / activity only

Complete

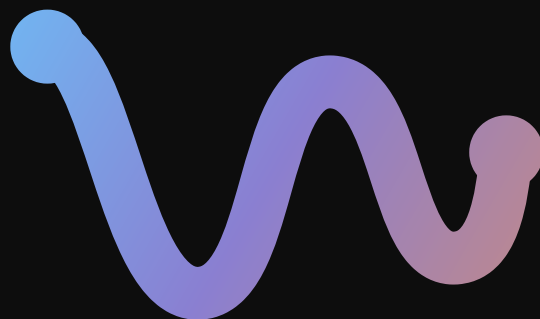
Keep exploring



Motion stops. The answer stays readable.

A moment of discovery.

The original WebGL shader moves blue-hour color and light inside the exact Wayline. The path and endpoints stay still.



Color moves. The identity holds.



Sky blue · deep ocean

Violet · warm horizon

Live WebGL on the website.

Static blue-hour fallback in print and reduced motion.

The details are part of the brand.

Readable contrast. Visible focus. Labels beyond color. Comfortable targets. A complete reduced-motion experience.



Visible keyboard focus

Review the new total

The fare changed. Your selection needs another look.

Meaning is explicit in words.

AA

Color contrast

200%

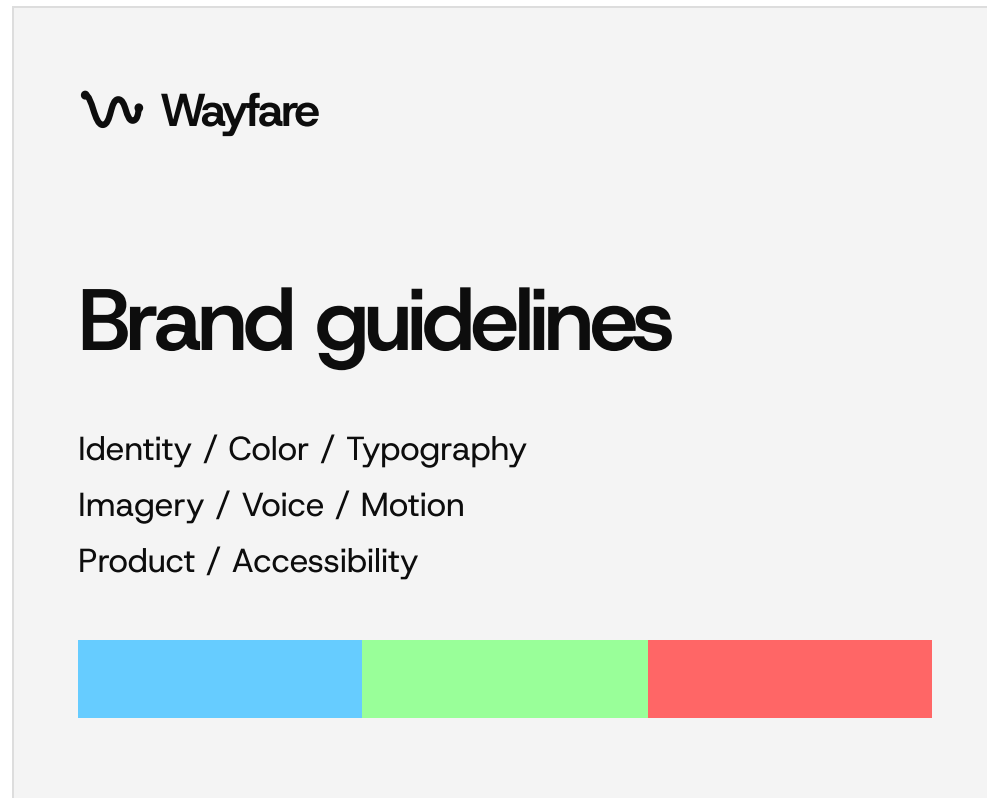
Text zoom

44px

Touch targets

Make the decisions reusable.

A canonical guide records the identity. Real examples explain it. Review keeps the next piece of work consistent.



The working system

Document. Apply. Review.

Preserve approved decisions.
Keep examples in context.
Inspect the actual output.

One demo. A consistent experience.

From the first impression to the next useful decision.

