

# Brand Guidelines

**GOVOYAGES**

Fun for everyone.  
Share. Live. Go.



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Please note this is an interactive (so clickable) guideline.

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# Visual identity

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# Visual identity

## Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.

## Logotype

The logo should always be produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the GO Voyages website or social media channels where there are other elements to help the user recognise the brand.

The brand name is correctly written as "GO Voyages" (with a non-breaking space between the words "GO" and "Voyages" and the first three letters in upper case). This is characteristic of the brand so we strongly recommend that you always write it in this way.

The logo can also be accompanied by a slogan.

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GO Voyages logotype

GO VOYAGES

## Legibility

### Exclusion

The GOVoyages logo must always be legible and should not be distorted in any way. It is important that the logo should not be infringed or crowded by other design elements.

Therefore, an exclusion zone around the logo has been created to protect its integrity. The exclusion zone **should be no less than the width of the small “o” of the logotype.**

### Miniature application

The minimum size of the GOVoyages corporate logo should be no less than **60 pixels for online use, or 20mm for ofine use.**

Exclusion zone



Minimum size online



Minimum size offline



Positive version



Negative version



Positive grayscale version



Negative grayscale version



Positive monochromatic version



Negative monochromatic version



## Positive and Negative

The negative version is full white.

The grayscale and the monochromatic version have been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.



Move elements



Remove elements



Stretch or transform



Add elements



Change colors



Outline



Adding shadows



Change the font



## Don'ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

Best option over plain color

Apply the GOVoyages clouds



If clouds are not possible then...

Over medium green background



over light green background



Background colours application

Avoid using the logo on a plain green background.

However, when the background is the same colour as an element of the logo the best option is to apply the logo over the clouds. If this is not possible, use the negative version.

## Background images application

The best option would be to apply the logo over the GOVoyages clouds, and if it is not possible use the negative version.

Use the negative version on dark backgrounds which do not contrast with the green colours of the logotype.

Use the main logo when light backgrounds are used.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommend using a different image or applying the logo over the GOVoyages clouds.

### Application over image backgrounds

Dark background



Light background



Complex background



Video mark on a video with starting and closing



## Video mark

The GOVoyages symbol or logo is applied to the top **right-hand corner** of all videos. It can be applied in colour or in negative, depending on the video requirements.

Videos with opening and closing animations should have the **GOVoyages symbol** in the top left-hand corner.

Independent videos or video cuts without the opening and closing sequences need the **complete GOVoyages logo**. These rules are flexible in order to adapt the video to the different platforms.

Key element on an independent video (without starting and closing)



GOVoyages favicon and app icon



## Favicon and app icon

The GOVoyages favicon graphic is linked with the GOVoyages website. It is a smaller representation of the brand for the browser and mobile interfaces.

**Please note, the favicon is not the brand logo and should never replace it.**

It can be used as 32x32 px.

# Visual identity

## Visual elements

Elements such as the colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.



## Main colours

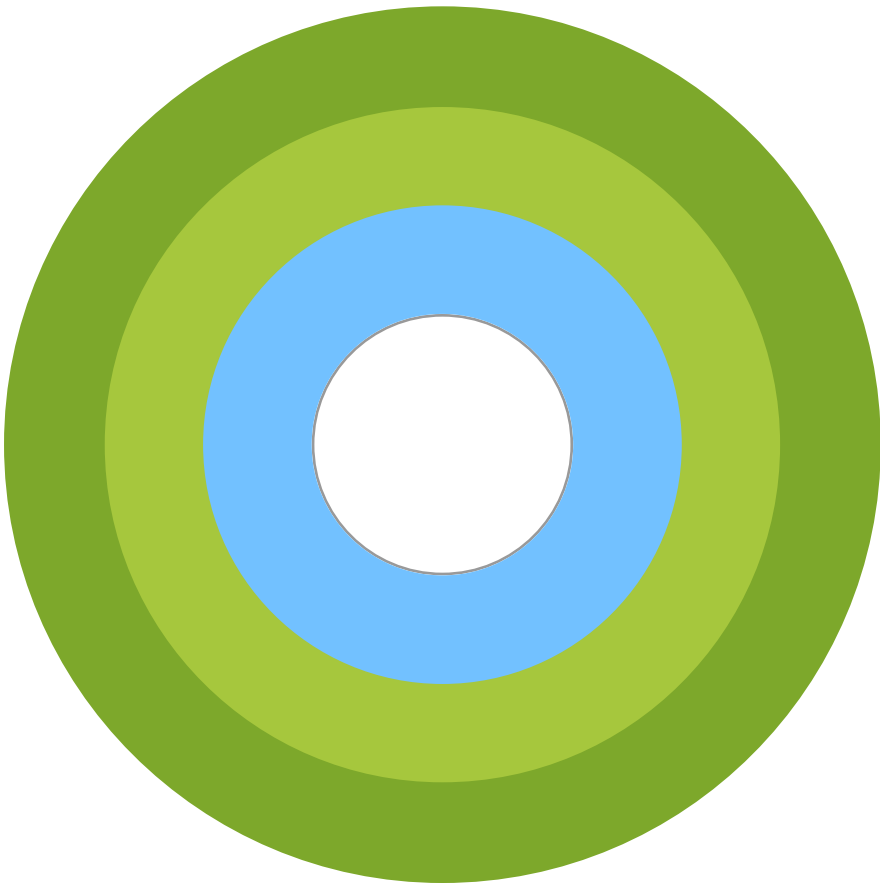
GOVoyages medium green is one of the most recognisable elements of GOVoyages’s identity and therefore should have a strong presence wherever the brand is applied.

GOVoyages light green should accompany the GOVoyages medium green to create balance and make up the palette.

It should be used sparingly and in a smart way to add contrast and emphasis to key elements.

GOVoyages medium blue should accompany the GOVoyages medium green to create balance and make up the palette.

GOVoyages white gives balance to the other Main colours in the palette. It is very important to have white in order to lighten the brand and let the elements in the design breathe.



Pantone 377C

CMYK C58 M15 Y100 K1  
RGB R124 G168 B43  
Hex #7ca82b

Pantone 367C

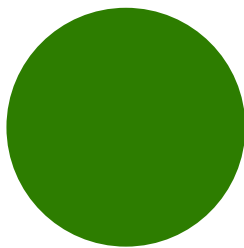
CMYK C41 M4 Y98 K0  
RGB R165 G198 B61  
Hex #a5c63d

Pantone 292C

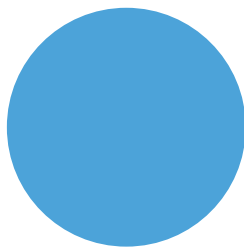
CMYK C47 M12 Y0 K0  
RGB R114 G193 B255  
Hex #72c1ff

White

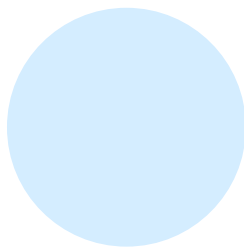
CMYK C0 M0 Y0 K0  
RGB R255 G255 B255  
Hex #FFFFFF



**Pantone** 636C  
**CMYK** C82 M27 Y100 K15  
**RGB** R45 G125 B0  
**Hex** #2d7d00



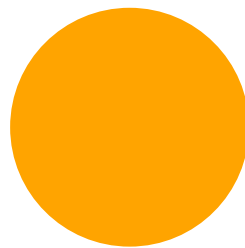
**Pantone** 7688C  
**CMYK** C65 M22 Y1 K0  
**RGB** R76 G163 B217  
**Hex** #4ca3d9



**Pantone** 545C  
**CMYK** C15 M1 Y0 K0  
**RGB** R212 G237 B255  
**Hex** #d4edff



**Pantone** 663C  
**CMYK** C3 M2 Y5 K0  
**RGB** R245 G244 B238  
**Hex** #f5f4ee



**Pantone** 137C  
**CMYK** C0 M42 Y100 K0  
**RGB** R255 G164 B0  
**Hex** #ffa400

## Secondary colours

The GOVoyages secondary palette gives the primary palette more flexibility, allowing for softer colours and lighter emphasis. These colours should not be used without the core brand colours.

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## Typography

Source Sans Pro is GOVoyages’s corporate **typeface**. Source Sans Pro has an extensive family which allows GOVoyages to create a great visual content hierarchy.

The normal standard is to use light weight for regular text and regular weight for highlights.

In addition, it allows great flexibility for an online company, since this typography can be utilized and embedded through various forms (including Google Fonts).

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**Source Sans Pro Light**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789‘?!’”(%)#@/&<-+÷×=>\$€:;,.\*

**Source Sans Pro Regular**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789‘?!’”(%)#@/an&<-+÷×=>\$€:;,.\*

**GOVoyages frogs****GOVoyages frogs**

An essential part of GOVoyages's branding is our frog, which takes on many responsibilities throughout our platforms and communications, from simply being present to pointing out offers, giving useful tips to our users, etc. **The application of the frog can be very dynamic and interactive or very subtle and suggestive.**

It is important to understand the content at hand, before deciding how the frog should interact with it. Consider whether the frog is necessary at all.

## GOVoyages clouds

Clouds also play an important role for the brand, as they can be used as a background to reinforce brand awareness or to support the GOVoyages logotype in communication pieces.

Use corner clouds as a background to support the logo in communication pieces.

Use horizontal clouds as a generic background.

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**Background clouds for generic pieces**



**Corner clouds for communication pieces**



## Icons

Icons are essential graphic elements and are one of the most recognised elements of the brand.

Icons can help improve usability issues or give a message in a strong and consistent way.

The icons for communication are the product icons: **All our products are identified with the icons which are used across all platforms and markets.**

### Product icons



Flight



Hotel



Dynpack



Cars



# Visual identity

## Imagery

Our images inspire the audience, but also add value and further develop our brand.

Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer.

## Destination

All pictures showing landscapes should contain a large area of blue sky, preferably sunny. Images with reflections are also permitted.

Use bright and colourful scenes with colours related with the GOVoyages palette.

If possible, use pictures with a landmark associated with the place.

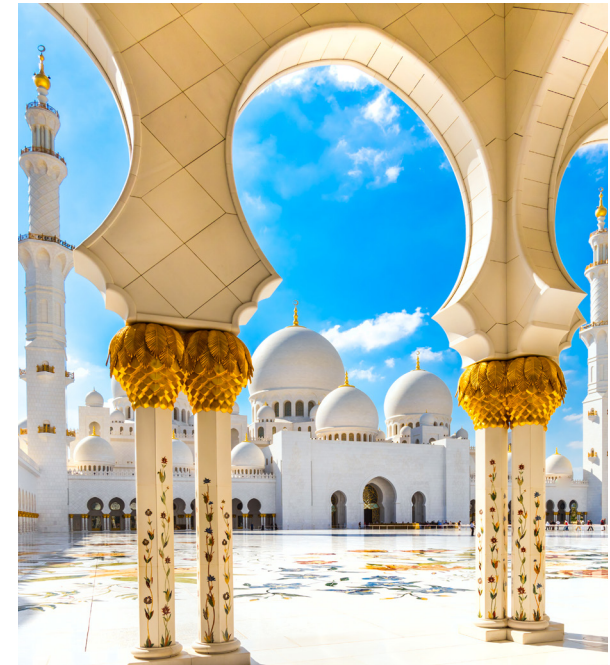
### Cityscapes

Actual and handy cities. Warm and inspiring scenes.

### Landscapes

Choose landscapes with horizons and open spaces to create a sensation of relaxation, softness, peace, quiet and tranquility.

When possible, choose pictures with a predominance of greens and blues.





## Experience

**Choose colourful pictures** with a high predominance of blue and, if possible, with other vibrant and contrasting colours.

It is recommended to look for funny and friendly scenes.

### Having fun

Choose images of people sharing good moments or interacting amongst themselves. Those showing the brand's target audience (families) are especially recommended.

We want our customers to identify and to be inspired to travel when they see a piece of GOVoyages communication.

### Objects

Objects to drive the customer thought scenes that can narrate a story, a warm feeling or memory related to holidays.

Use objects to discover to the customer the place related as key element.





## Selection criteria

Choose neutral and natural images, with no retouching, effects, added objects or strident colours.

The images should be inspiring and clean, with few visual elements. Try to choose a picture which features the corporate colours where possible.

### Choose the best image:

1. Does it feel natural?
2. Is it inspiring?
3. Do the actions of the people seem natural/casual?
4. Does it show less than 6 people?
5. Does it feel unique?

If you answered “yes” to all these questions, then you can use the picture.

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### Choosing the best image



Fake scene. Avoid superimposed compositions.



People looking directly at the spectator. Not natural, forced acting,

Do you have any doubts?  
Let's talk

[brand@edreamsodigeo.com](mailto:brand@edreamsodigeo.com)

**GOVOYAGES**