

The background of the entire image is a photograph of the Golden Gate Bridge in San Francisco, taken from a low angle looking across the water towards the bridge's towers. The sky is a deep blue with some light clouds, and the water is a calm, dark blue. The bridge's orange-red structure is visible in the foreground and middle ground.

**liligo**  
.com

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brandbook  
"digital basics"

# Key values

Empowerment → liligo.com gives the power back to the traveller.

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Simplicity → no one should be an expert to use liligo.com.

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Commitment → liligo.com is committed to provide a quality service.

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Innovation → liligo.com always innovates and always develops new features.

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Communication → liligo.com listens to its users. There is a continuous communication between users and the company.

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Transparency and completeness → liligo.com is dedicated to providing all the information to the users. Sponsored advertisements are clearly identified so as to never be confused with your search results.

# Logo



primary logo



secondary logo

The usage of the secondary logo is in those cases when the format is vertical or square. Such as banners, flags, icons or some promotional materials.

# Logo usage



Here should always be a clear zone around the wordmark – with no copy or visual interference.  
Use the 'l' from the liligo.com wordmark as the measure around the logo to calculate the clearspace area.



This white colour version is allowed to be used on disfocused, darkened images like watermarks.

# General usage of colours



# C9EE00

liligo vibrant green

R:201 G:238 B:0  
C:27 M:0 Y:100 K:0

this colour can be used on dark backgrounds or on dark blue shape

# 74BD56

liligo UI green

R:117 G:189 B:102  
C:60 M:0 Y:90 K:0

UI green is used mainly on the User Interface to emphasize features related to the key values

# 123A4D

liligo dark blue

R:18 G:58 B:77  
C:95 M:55 Y:20 K:60

dark blue is used for text on light background instead of back and as a complementary color of the vibrant green

# FF5600

liligo orange

R:255 G:86 B:0  
C:0 M:80 Y:100 K:0

orange is connected to the SEARCH button and price offers

# EFF5F6

liligo light grey

R:239 G:245 B:246  
C:5 M:0 Y:3 K:5

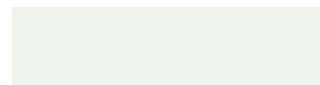
light gray is used to divide the background on the interface



# 0060EE

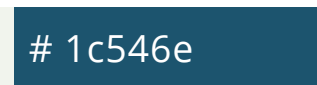
link color

R:0 G:96 B:238

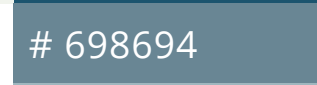


# F1F4ED

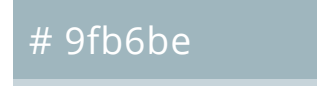
greenish grey



# 1c546e



# 698694



# 9fb6be



# c7d4da

different shades of grey used to differentiate visually the text

# Font Usage

- Open Sans - Light
- Open Sans - Regular
- Open Sans - Semibold
- Open Sans - Bold

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*„sit laore veliqua tiscipsum vullaortie vullam nos dunt wis non utetumsan ullaore magna commod tinim alissent alisl iriure enibh ex ex et venim“*

## Font weight

The font weight is used to ease scanning the text by emphasizing the key words

The screenshot displays a flight booking interface. At the top left, the price is shown as 65 € with a smiley face icon and a rating of 9.7. Below this is a button labeled 'Go to site ebookers'. To the right, there are flight options: a direct flight from ORY to BCN by Transavia (05:45-07:15) and another direct flight from CDG to BCN (06:45-08:15). Further right, a return flight is shown: a 1-stop flight from BCN to CDG by Ryanair/Easyjet (11:45-12:15) and another 1-stop flight from BCN to CDG (12:45-16:15). Below the flight options is a section for 'Other Merchands' listing prices for ebookers (68 €), Opodo (69 €), Bravofly (70 €), Odigeo (72 €), and easyjet (110 €). At the bottom, there is a 'Set price alert' button and a 'Hide details' link. Two detailed flight itineraries are shown below the main options. The first itinerary starts in Paris, France (CDG Charles de Gaulle) on 04. Aug. 2015 Sun at 06:45, flies to Barcelona, Spain (BCN Barcelona Airport) at 08:15, and is operated by Transavia Boeing 707. The second itinerary starts in Barcelona, Spain (BCN Barcelona Airport) on 23. Sept. 2015 Sun at 11:45, flies to Lissabon, Portugal (LSB Lissabon Airport) at 12:45, changes planes, flies back to Lissabon, Portugal (LSB Lissabon Airport) at 1:45 pm, and then flies to Paris, France (CDG Charles de Gaulle) at 3:15 pm, operated by Ryanair Boeing 707 (Operating by: Easyjet). A note at the bottom states: 'Données fournies à titre informatif. Vérifiez donc les détails du billet sur le site du marchand avant votre achat.'

# Wordmark do nots



do not use the secondary logo if there is place for the primary



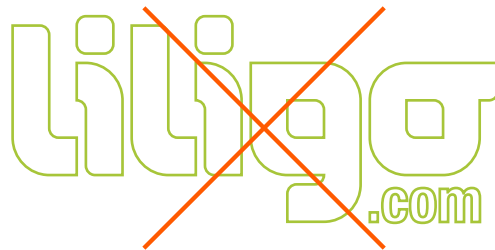
always use the .com in the logo



never write the logo with a typeface.



never use different color for the logo

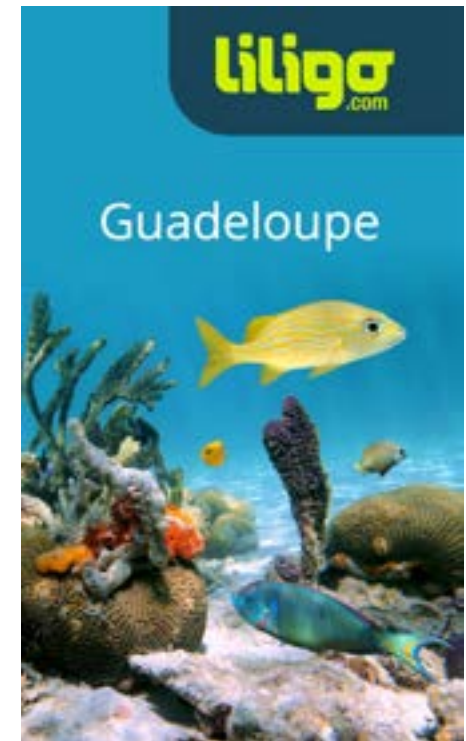
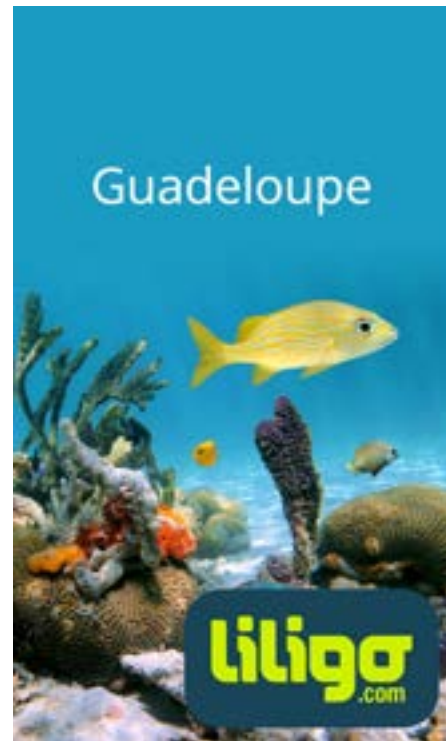


never use outline color for the logo



never stretch or crop the logo

# Logo usage on banners



logo usage on banners with images