Brand Guidelines

opodo

You never know
until you go

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

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.

Architecture

The logo is a graphic comprised of the **wordmark (logotype) and figurative mark (symbol).**

The **figurative mark represents windows** that give our customers a view of the world. The symbols also represent the fve continents of the world that travellers can explore with Opodo.

The design of the logotype allows it to be legible if read upside down, however the logo signature should not be placed upside down in any communications.

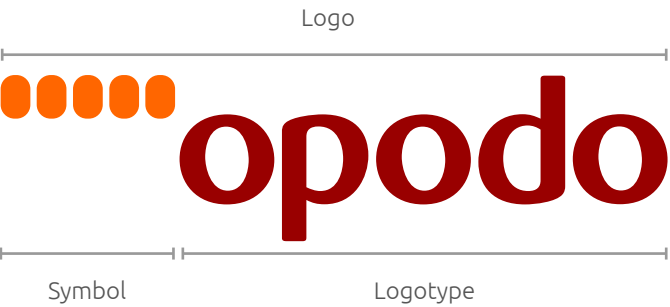**The logo should be always produced from the master artwork.**

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

The logo can also be accompanied by a slogan.

Opodo logotype

Logotype architecture

Logo

Symbol   Logotype

Exclusion zone

Legibility

Exclusion
The Opodo logo must always be legible and should not be distorted in any way.

The logo should not be crowded by other elements. **An exclusion zone of no less than the width of the two windows from the symbol should be applied around the logo**, to protect its visual integrity.

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

Minimum size online

opodo

60 px

Minimum size offline

opodo

20 mm

Visual identity > Logo > Positive & Negative

Positive version

Negative version

Positive & Negative

The figurative mark must remain orange in both the positive and negative versions of the logo.This ensures the logo is recognisable.

The wordmark can be burgundy or white, depending on its application.

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

They should not be used in other circumstances.

Negative grayscale version

Negative grayscale version

Negative monocromatic version

Negative monocromatic version

Visual identity > Logo > Don'ts

Move elements

❌ opodo ●●●●●

Remove elements

❌ opodo

Stretch or transform

❌ opodo ●●●●●

Add elements

❌ ●●●●● opodo

Change colors

❌ ●●●●● opodo

Outline

❌ ooooo opodo

Adding shadows

❌ ●●●●● opodo

Change the font

❌ ●●●●● opodo

Don'ts

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

Application over plain colour

Burgundi background
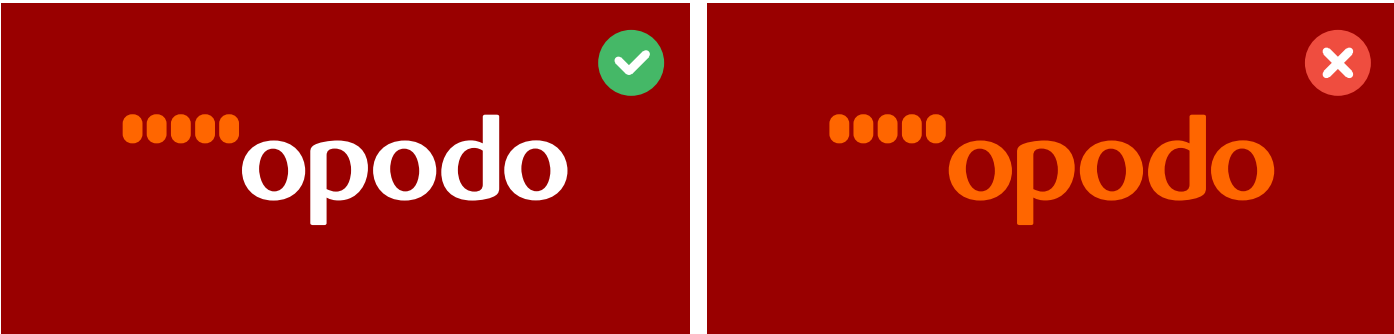

White background

Orange backgrounds

Background colours application

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.
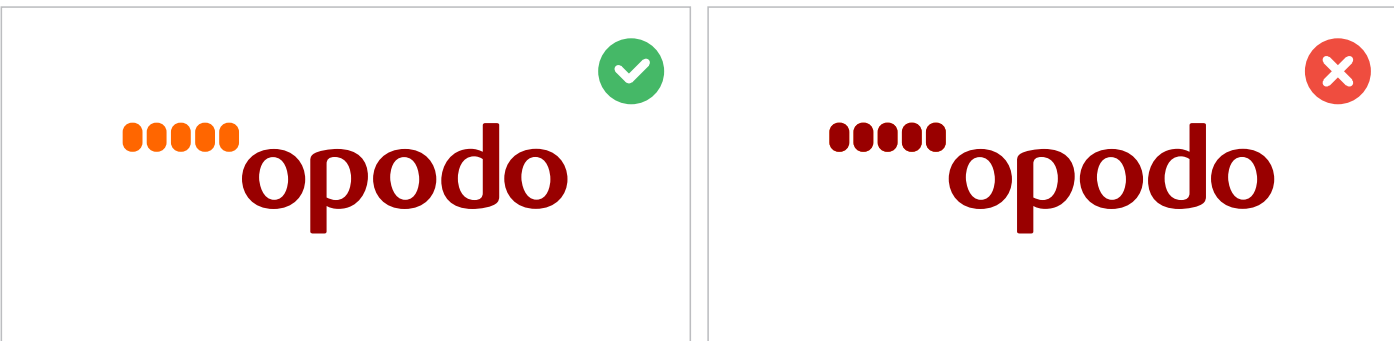
Avoid using the logo on a plain orange background. If this cannot be avoided, use the black monochromatic version to ensure legibility.
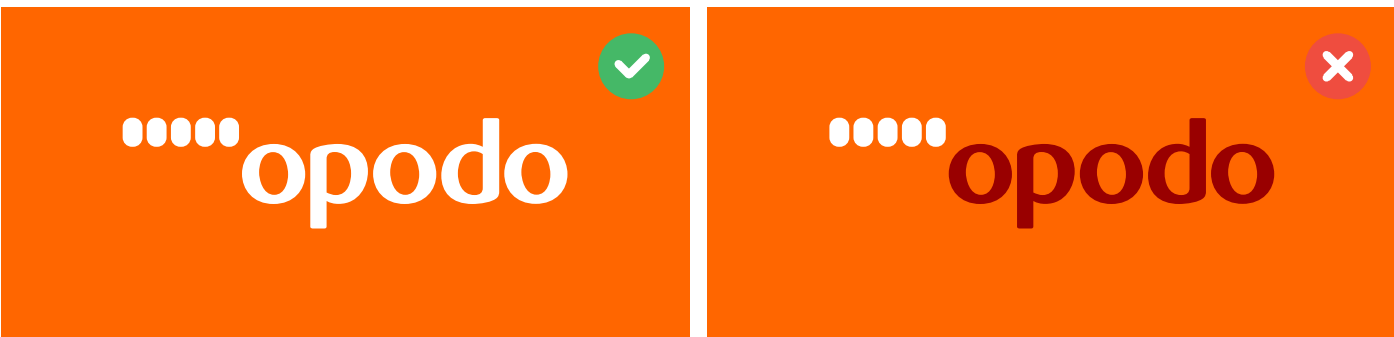
Visual identity > Logo > Background images application

Background images application

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds which do not contrast with the blue part of the logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.

Application over image backgrounds

Dark background

Light background

Complex background

Video mark

The eDreams 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 **eDreams symbol** in the top left-hand corner.

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

Video mark on a video with starting and closing

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

Opodo favicon and app icon
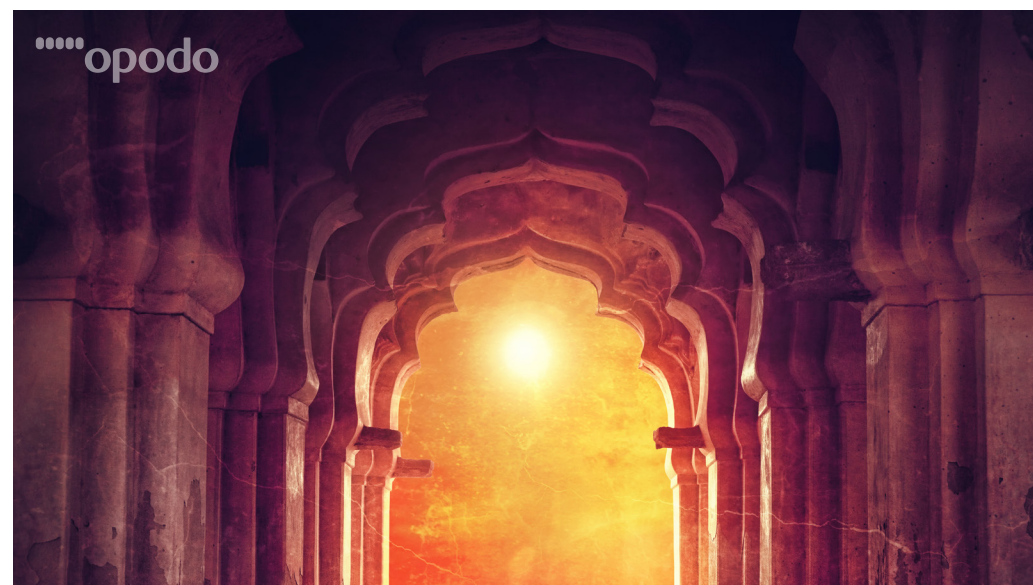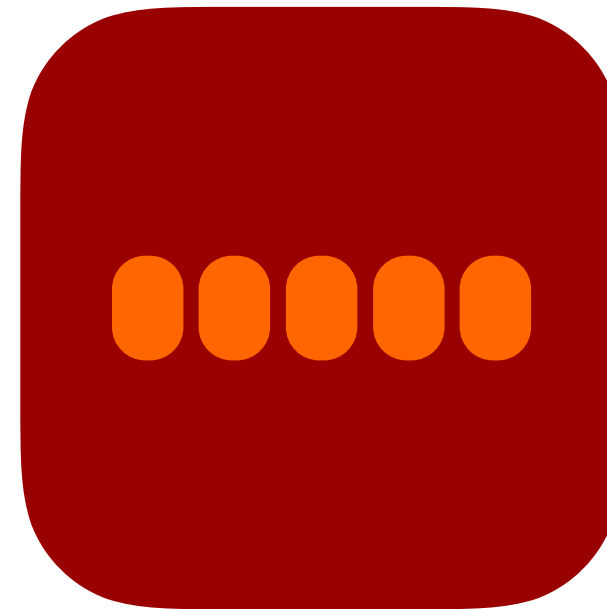

Favicon and app icon

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

Take into account that the favicon is not the brand logo and should never replace the logo.

It can be used as **32x32 px.**

Visual identity

Visual elements

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

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

Colour palette

Main colours

Opodo orange is bold and modern. Orange is the colour of creativity and inspiration, so it should have a strong presence throughout the Opodo identity.

Opodo burgundy should accompany Opodo orange to create balance and make the palette more distinctive and sophisticated. It should be used sparingly and in a smart way to add contrast and emphasis to key elements.

Opodo white gives balance to the other primary 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.

Secondary colours

Opodo beige and greys are subtle and elegant. They give the palette more fexibility, allowing softer colours and lighter emphasis. These colours should not be used without the primary brand colours.
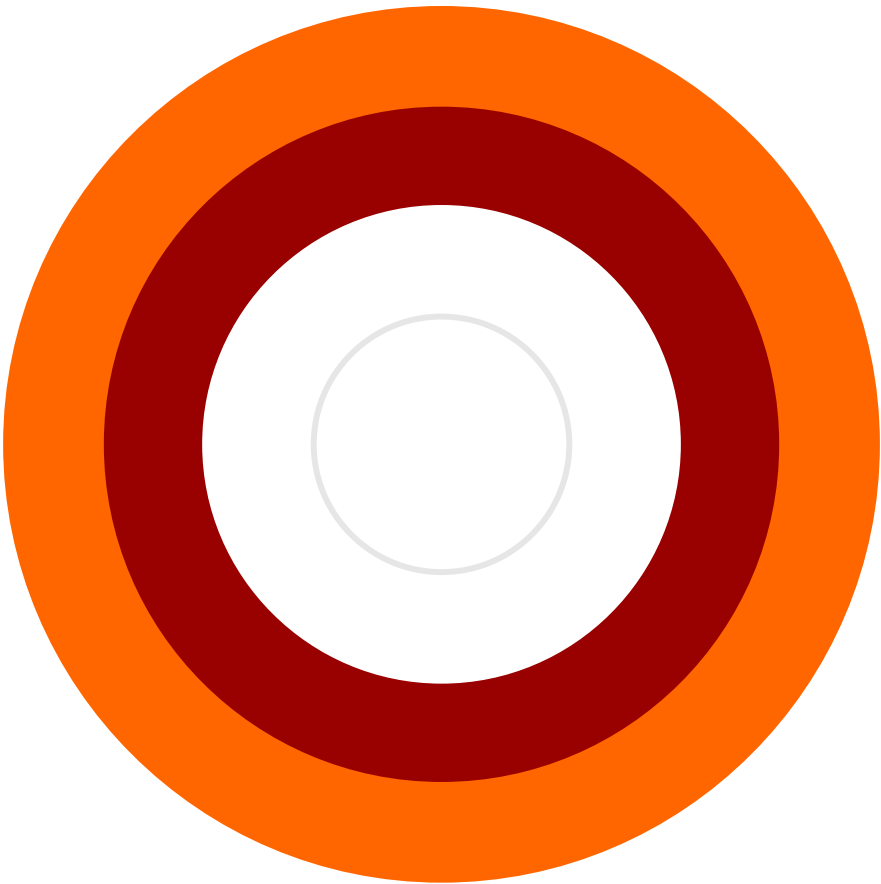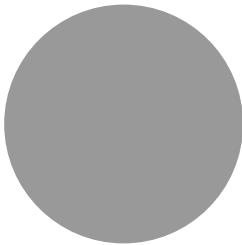
Pantone 151C / 151U

CMYK C0 M60 Y94 K0
RGB R255 G102 B0
Hex #ff6600

Pantone 201C / 1805 U

CMYK C0 M100 Y65 K34
RGB R153 G0 B0
Hex #990000

White

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex FFFFFF
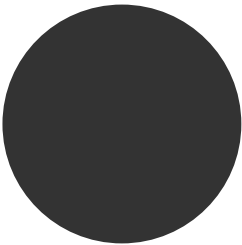
CMYK C69 M63 Y62 K58
RGB R51 G51 B51
Hex #333333

CMYK C40 M30 Y30 K0
RGB R153 G153 B153
Hex #999999

Pantone 7499C
CMYK C2 M1 Y10 K0
RGB R247 G247 B231
Hex #F7f7f7

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Ubuntu Light

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+÷×=>$€:;,.*

Ubuntu Regular

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789'?!"(%)#@/&<-+÷×=>$€:;,.*

Typography

Ubuntu is Opodo's corporate typeface, which visually complements the logo. The typeface cut is modern and sophisticated, helping reinforce these brand values.

Use Ubuntu light weight for regular text and regular weight for highlights, which helps to create a visual hierarchy.

Ubuntu also gives great flexibility, because it can be used and embedded across various platforms (including Google Fonts Platform).

Product icons

Flights   Hotels   Dinpack   Cars

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

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

We recommend using images with few elements, which look clean and sharp. Destination images should include a large amount of sky, ideally without clouds.

These images should evoke calm and they should be inspiring. Use pictures with famous landmarks if possible, and try to avoid using highly saturated colours.
If the picture includes a sunrise or sunset you can find colors related to Opodo's colour palette.

Cityscapes
Use panoramic images and famous places to give a modern and cosmopolitan view of the city.

Landscapes
Give the feeling of an undiscovered place, serenity and beauty. The landscapes should radiate peace and calm.

Experience

Moments
Use images of people interacting with other cultures, places and objects.

Showing travellers enjoying themselves is key to showing the world in a creative, inspiring and imaginative way.

Choose photographs that surprise or challenge the viewer - we want our customers to be inspired to travel when they see a piece of Opodo communication.

Details
Detail oriented imagery gives us a fresh appreciation of travel by giving the viewer a new perspective.

These images help us show how people really see the world when they travel, giving people a first-hand glimpse of the experience.

Choosing the best image

Fake tree leaves. It also seems a stock photo

Girl looking at the spectator. Forced, not natural.

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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Do you have any doubts?
Let's talk