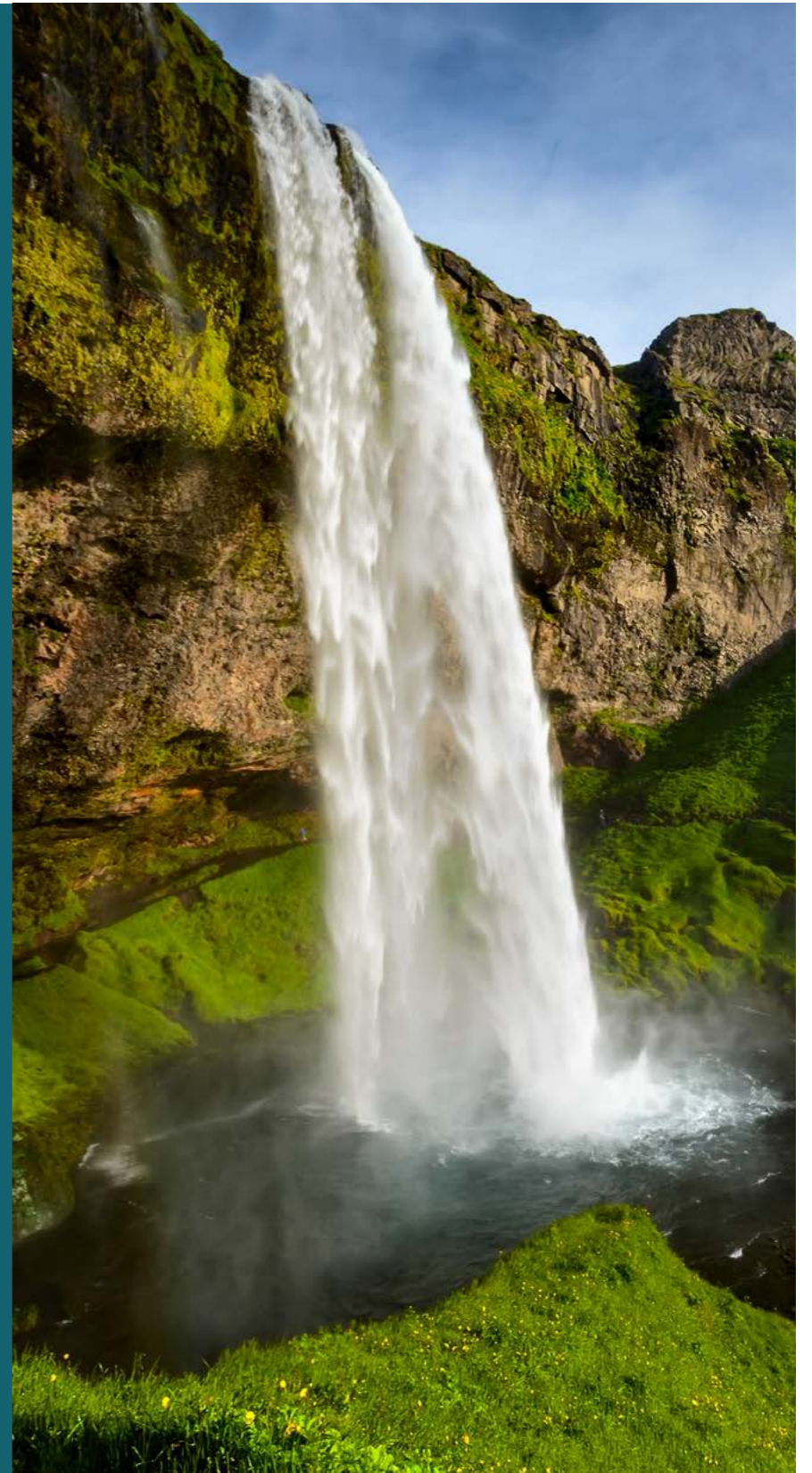# travellink™

Brand guidelines

Those who don't jump
will never fly

Visual identity

Logo
Visual elements
Imagery

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 lettering is created using the Schulbuch typeface, and the planet on the left side is inseperable.

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 Travellink 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.

travellink™

Logo

travellink™

Symbol | Logotype

Vertical version

The horizontal version of the logo is
the official version, and should be used
in all media.

However, in exceptional cases where
there is not enough space for the
usual logo, you can use the vertical
version of the Travellink logo.

**You should avoid using this version
unless it is strictly necessary.**

Exclusion zone

Minimum size online

60px

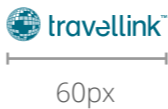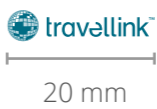**Minimum size offline**

20 mm

Legibility

An **exclusion zone** around the logo has been created to protect its integrity and make sure the logo is easy to read.

The **height of the "n"** of the logo is taken as a guide to define the exclusion zone.

Positive version

Negative version

Negative version

Positive & Negative

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

The wordmark colors varies depending on its application.

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

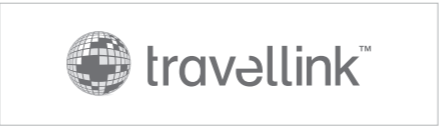They should not be used in other circumstances.

Positive gray scale version

Negative gray scale version

Positive monocromatic version

Negative monocromatic version

Don'ts

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

❌ Move elements

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❌ Remove elements

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❌ Stretch or transform

travellink™

❌ Add elements

travellink™

❌ Change colors

travellink™

❌ Outline

travellink™

❌ Adding shadows

travellink™

❌ Change the font

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Application over plain colour

Blue background

White background

Background colours

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 light blue background. If this cannot be avoided, use the monocromatic version to ensure legibility.

Light blue backgrounds

Background images

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

Favicon and app icon

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

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

It can be used as **32x32px**.

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.

Colour palette

Primary colours

Travellink Blue (Pantone 315) is the main colour of the Travellink identity so it has the strongest presence on our brand.

Travellink Light Blue (Pantone 7457) complements the Travellink Blue colour, creating balance and making the palette more distinctive and sophisticated.

**Travellink White** balances the other colours and gives space to the elements.

Secondary colours

These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.

Travellink Blue/Green contrasts the Travellink Blue main colour.

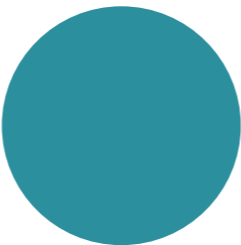**Travellink Orange Light** contrasts the cool corporate colours, adding warmth.

Travellink Orange Dark contrasts with blue colours giving more intensity to the pallete.
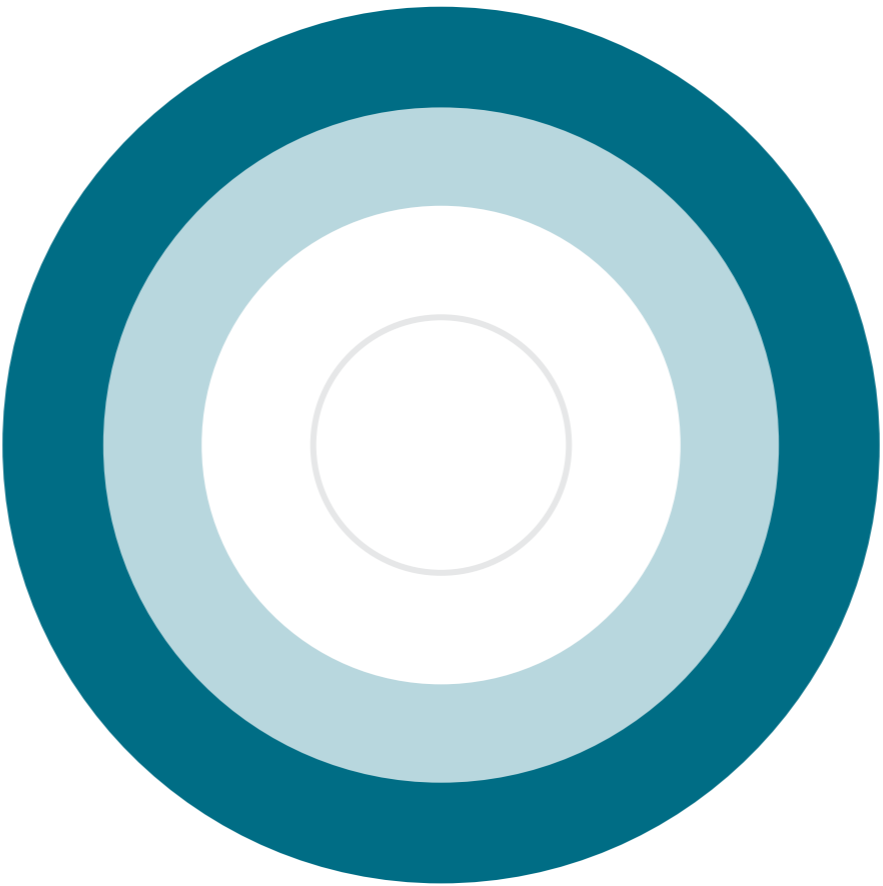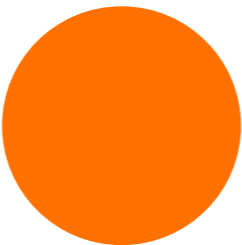
Pantone 315

CMYK C90 M50 Y44 K19
RGB R0 G108 B133
Hex 006d85

Pantone 7457

CMYK C27 M5 Y10 K0
RGB R183 G213 B223
Hex b7d5df

White

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex ffffff

Pantone 3145
CMYK C80 M30 Y35 K0
RGB R43 G143 B158
Hex 338695

Pantone 1505
CMYK C0 M68 Y100 K0
RGB R254 G113 B0
Hex fd7100
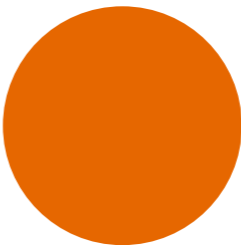
Pantone 1595
CMYK C6 M6 Y100 K0
RGB R230 G103 B0
Hex e66700

Open Sans Light

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

Open Sans Semibold

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

Heiti SC Light

あいうえおかきくけこがぎぐげごさしすせそざじずぜ
ぞたちつてとだぢづでどなにぬねのはひふへほばびぶ
べぼぱぴぷぺぽまみむめもやゆよらりるれろわをん

Typography

The **Open Sans family** can be used in all weights. It solves hierarchy issues in a easy and clean way.

Use Open Sans Light for generic content and Open Sans Semibold to highlight specific content.

The Heiti SC family can also be used in all weights.

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.

There are two types of icons:

1. Product, ancilliary or travel icons
All our products are identified with the icons which are used across all platforms and markets.

2. Functionality or interaction icons:
Functionality icons help improve navigation, interaction or user experience.

All functionality icons should be derived from the Pictos.cc family which has been purchased for this use.

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.

Landscapes

The style of the images has to be clean and sharp. Natural landscapes are a great way to persuade travellers. Use pictures of nature: spectacular beaches, high mountains, beautiful horizons... images that evokes serenity and beauty.

When you use images of cities, use panoramic images and choose recognisable places such as capitals or famous monuments.

These images should evoke calm and they should be inspiring. Use pictures with famous landmarks if possible.

If the picture includes a sunrise or sunset you can use colors related to Travellink colour palette..
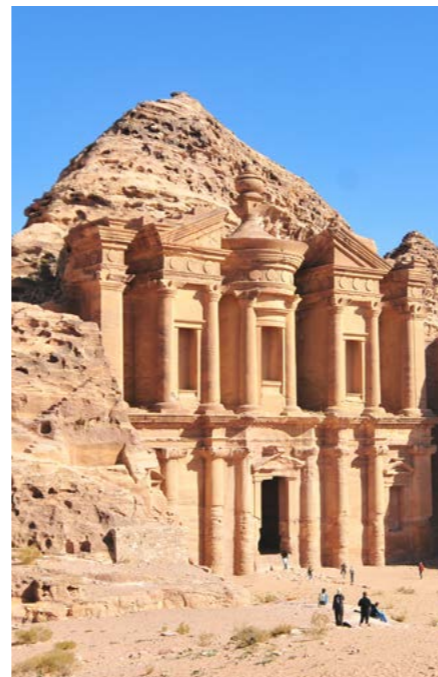
Experiences

You can also inspire travellers by demonstrating the experience through people or objects.

People must look natural or be in action, never looking at the camera. The people in the picture should also seem to have the similar inquisitiveness as the target audience.

Objects in images should be related to the specific content or message they appear alongside.
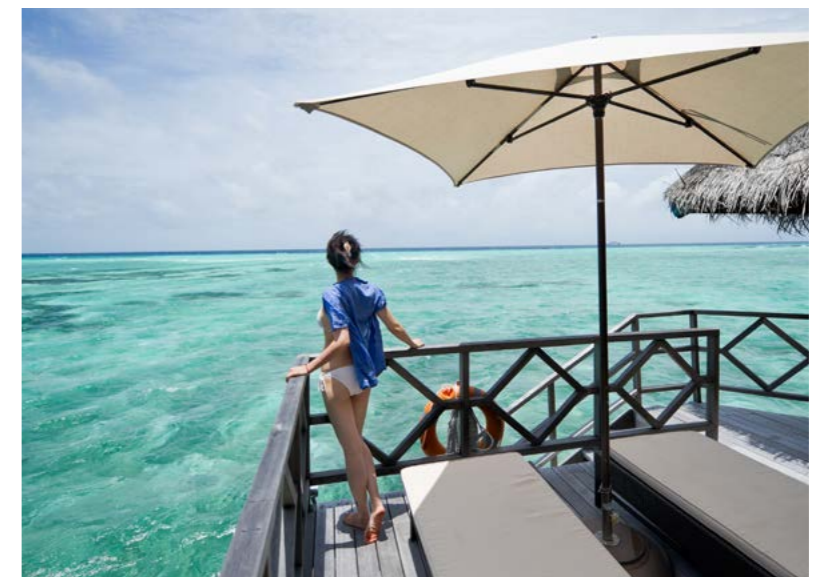
Selection criteria

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? (not a stock photo)

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

Choosing the best image

It does not feel natural it also seems a stock photo

Group of people. Not very inspiring.