



# travelogix

**Brand Guidelines.**

Version 1 March 2020

# Using these guidelines.

Every successful brand is built on one thing: a rock-solid set of rules. To ensure our brand is consistent, coordinated and cohesive, it's important that we follow these guidelines across all of our communication channels and platforms.

Think of them as the key to the Travelogix brand. They tell you everything you need to know about how we should present ourselves and communicate with our customers.

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# Values.

## Our mission.

This is our big idea; what makes us different, distilled into one short sentence that's easy to understand and remember.

**To empower Consortia, Travel Managers and TMC's across the globe with accurate, accessible, real-time data that drives success.**

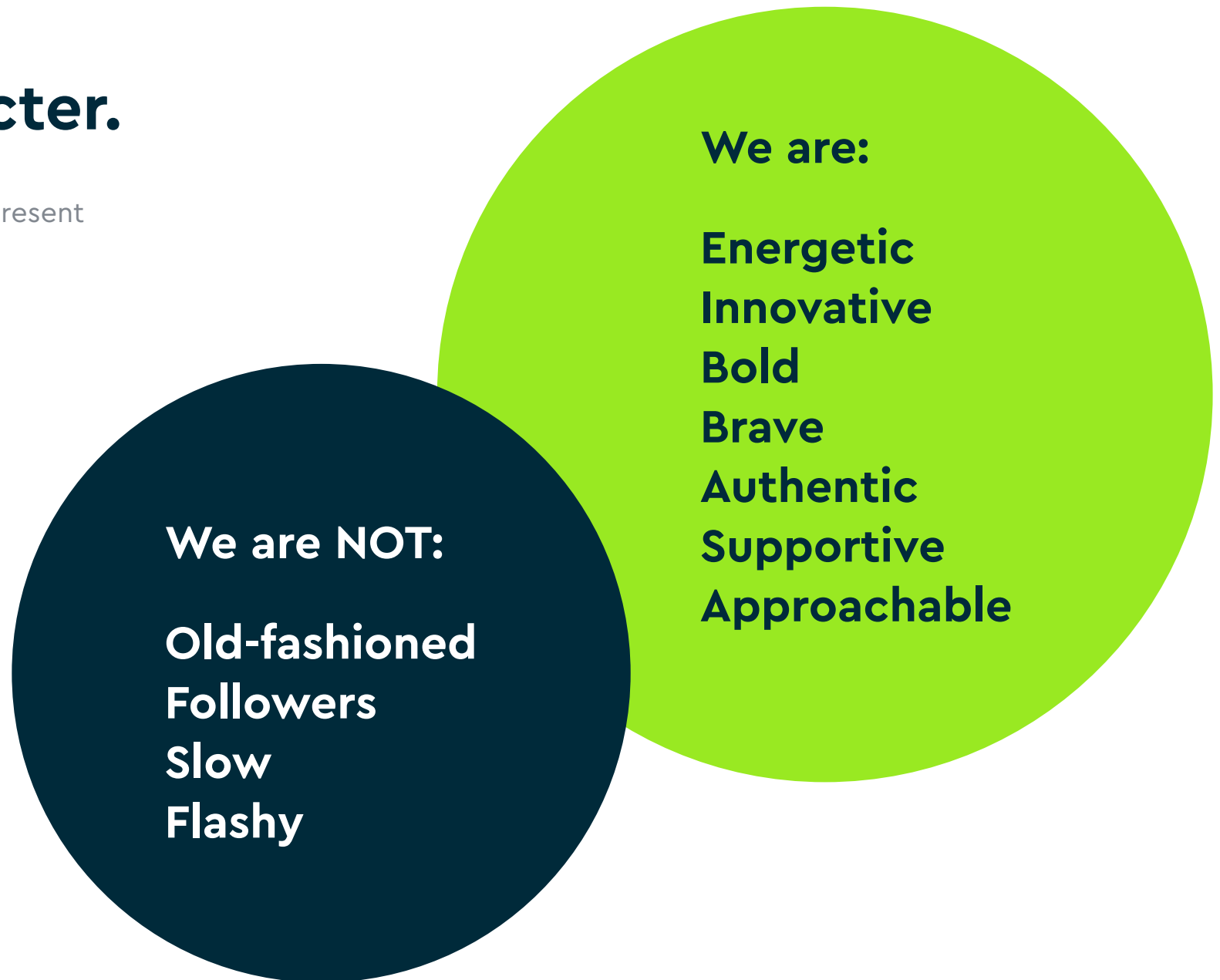
# Our vision.

This is our concrete goal. It's where we're heading – the big stretch goal.

**To be a leading pioneer of  
real-time travel data solutions  
and a partner of choice for  
forward thinking Consortia,  
Travel Managers and TMC's.**

# Brand character.

Quickly defining what we represent  
and what we don't.



# Brand principles.

If there is one thing we have in common with our travel partners it's that we're dedicated to delivering maximum customer satisfaction and ROI.

With this in mind, here are our brand principles, which we stick to no matter what.

**Dedication**

**Passion**

**Relevance**

**Co-creation**

**Customer-centric**



# **Our offering.**

**A suite of cloud-based solutions that provide TMCs and Travel Managers with immediate, easy access to real-time travel management data, reports and analysis.**

## **Our proposition.**

**Our software allows Consortia, TMCs and Travel Managers to unlock the value of their data and turn it into a strategic, competitive asset that delivers maximum customer satisfaction and ROI.**

**When customers choose Travelogix, they get more than just software, they get our commitment to continuous development and our relentless devotion to their satisfaction.**

# Tone of voice.

# Tone of voice.

Our tone of voice is the way we speak to our audiences across written communications. Consistency in our writing means we connect with our audiences and present an identity that makes us stand out from the competition.

Though we help our partners' businesses succeed what we're really doing is helping people succeed – individuals who have a job to do, a business to run, a client to satisfy or a competitor to beat.

By remembering we are always speaking with other human beings we can connect on a personal level and let our brand personality be part of the reason to choose us.



**We are Human**

**We are Experienced**

**We are Approachable**

**We are Ahead of the curve**

**We are Respected**

# Product statements.

How to describe each of our product offerings.

## **Analytix.**

### **Powerful Data Management.**

Analytix reinvents the way TMCs and travel managers view and analyse their travel data

## **Farecast.**

### **Real-time Airline Data.**

Farecast is the world's first dedicated airline incentive management platform for travel agencies.

# Logos.

## Core logo & brand mark.

Our primary logo that would be used across all comms.

**travelogix**



## Logo theory.

The foundations of our logo stem from our mission to drive world-class travel data analysis on a global scale; creating a dynamic, forward thinking, yet friendly, organisation that develops breakthrough solutions that revolutionise our industry.

Starting data point on the 't' represents raw data entering our software

End data point on the 'i' represents the intelligent, insightful, intuitive, interactive information delivered through our software

The logo for Travelogix is displayed in a dark blue, lowercase, sans-serif font. Two white circular callout points are positioned on the logo: one on the vertical stem of the 't' and another on the dot of the 'i'. Lines connect these points to text boxes above them. A horizontal line with vertical end caps is positioned below the entire word, pointing to a caption at the bottom of the page.

travelogix

Lower-casing creates approachability



## Recommended clear space & sizing.

Clear space, or the exclusion zone, is the area surrounding a logo that excludes other graphics and typography. This ensures the legibility and prominence of the logo by distancing it from competing elements.

Min size W36mm



Clear space



Note: Products observe their own individual minimum sizes

## Alternate logos.

For legibility we have developed a selection of alternate logos. They are suitable for use on specific coloured backgrounds detailed below. Be mindful to pair logos and backgrounds where dots are contrasting and visible.

Alternate 1



travelogix

Alternate 2



travelogix

Alternate 3



travelogix

## Colour pairings.

Logos must be completely legible and have ample contrast to stand out. Core logo should never appear over product colours.

### Bad pairings



### Good pairings



## Logos over images.

Ensure there is high contrast between the background elements in the shot and the logo when using any of the acceptable colour variants.



## Logos: What not to do.

To protect our logo we've covered some things to avoid (This applies to all logos).

**X** Distort

travelogix

**X** Outline

travelogix

**X** Use incorrect brand colour in logo

travelogix

**X** Unapproved brand colours

travelogix

**X** Use full brand colour on dot and copy

travelogix

**X** Deconstruct

travelogix

**X** Use multiple colour dots

travelogix

**X** Change font

travelogix

**X** Adjust tracking

travelogix

# Brand structure.

## Brand structure.

Our products are all represented in the same graphical way to ensure a holistic, one brand feel.



## Analytix logo & brand mark.

Our Analytix product logo is to be used when we are specifically talking about Analytix or the Travelogix family. This is to help build the brand recognition of the product in its own right.

The main Analytix logo features the word "analytix" in a dark blue, lowercase, sans-serif font. The letters 'a' and 'i' are accented with a small teal dot.

Min size W31mm



Alternate 1

Alternate 1 shows the Analytix logo in white on a dark blue background. The letters 'a' and 'i' are accented with a small teal dot.

Alternate 2

Alternate 2 shows the Analytix logo in teal on a dark blue background. The letters 'a' and 'i' are accented with a small white dot.

Alternate 3

Alternate 3 shows the Analytix logo in dark blue on a teal background. The letters 'a' and 'i' are accented with a small white dot.



## Farecast logo & brand mark.

Our Farecast product logo is to be used when we are specifically talking about Farecast or the Travelogix family. This is to help build the brand recognition of the product in its own right.

farecast



Min size W31mm



Alternate 1

farecast

Alternate 2

farecast

Alternate 3

farecast

## Presenting brands simultaneously.

The core palette of Travelogix should always be dominant, when paired with sub brands.



# Colour.

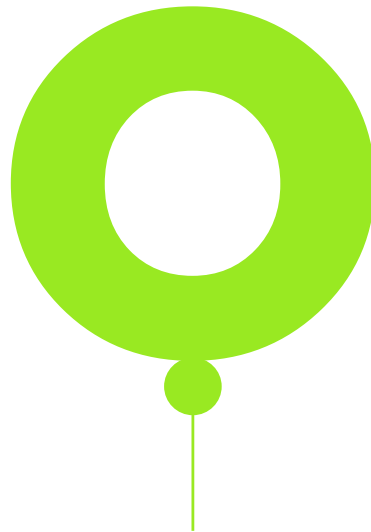
## Colour palette.

Our colour palette helps us create a distinctive identity and brings our principles to life. It also plays an important part in building brand recognition. It should be used within all comms.



**Deep Blue**

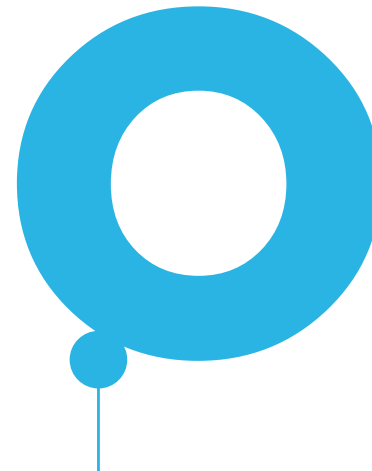
Core base colour used  
with all other colours



**Vivid Lime Green**

Travelogix brand colour

**Turquoise**  
Analytix identifier



**Bright Blue**

Forecast identifier

**Light Grey**  
Neutral base



**Deep Grey**

Neutral base

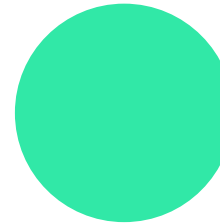
## Colour values.

All of our colours can be used as tints where it helps to add depth. However 100% value should be used in the mainstay.

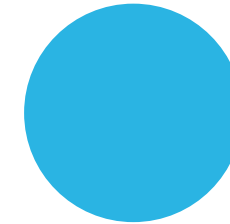
### Core colours



### Product colours



**Turquoise**  
R49 G232 B167  
C55 M0 Y33 K0  
#31e8a7

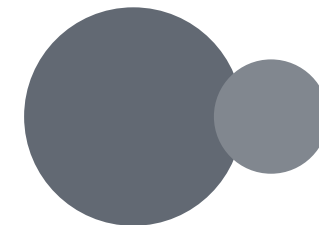


**Bright Blue**  
R42 G180 B227  
C66 M12 Y0 K0  
#2ab4e3

### Supporting core colours



**Light Grey**  
R211 G214 B216  
C20 M13 Y14 K0  
#d3d6d8



**Deep Grey**  
R98 G105 B115  
C57 M47 Y46 K36  
#626973

**Body copy**  
80% tint

## Colour application.

Travelogix assets can incorporate all colours within the palette. Products can only use their specified colour and the core/secondary colours. I.e. Analytix could not incorporate Farecast blue. Products colours must be kept separate.



Sub brand colours on  
Travelogix branded assets



Farecast blue on  
Analytix branded assets



Analytix turquoise on  
Farecast branded assets



Type.

## Brand font.

CeraGR is our chosen typeface. It's modern attributes make it an excellent future-proof font for Travelogix. Always ensure headers/sub headers/ body copy carry the correct emphasis for maximum impact.

Headlines.  
**CeraGR-Bold**

Body Copy

CeraGR-Regular



Body copy  
80% tint



## System typeface.

When the brand font cannot be used,  
please use Arial bold for headlines  
and Arial Regular for body copy.

**Headlines.**  
**Arial**

Body Copy  
Arial

## Brochures: Typography use.

Our type hierarchy should be used to create designs that are focused, easy to read and clean. There should be a easy flow between copy.



# Unlock the value of data.

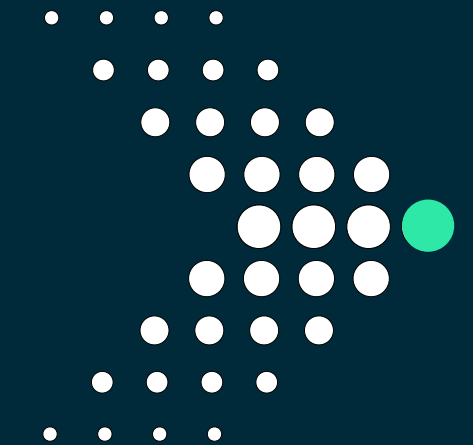
Data is an opportunity.

Lorem Ipsum estiusd aesentiunt vel minctet et, omnibus, inita parum ant quae in cust et volum evenihil moluptur am as ero volorer ionserrunt et omnis samFacitaeped quae nosam dolo cus et, voluptate

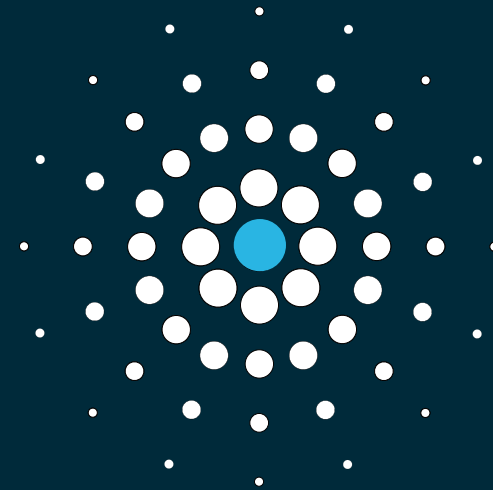
# Graphics.

## Product icons.

Assigning icons to individual products, enhances product identification. As new products are introduced into the Travelogix family, they must align with existing product icons.



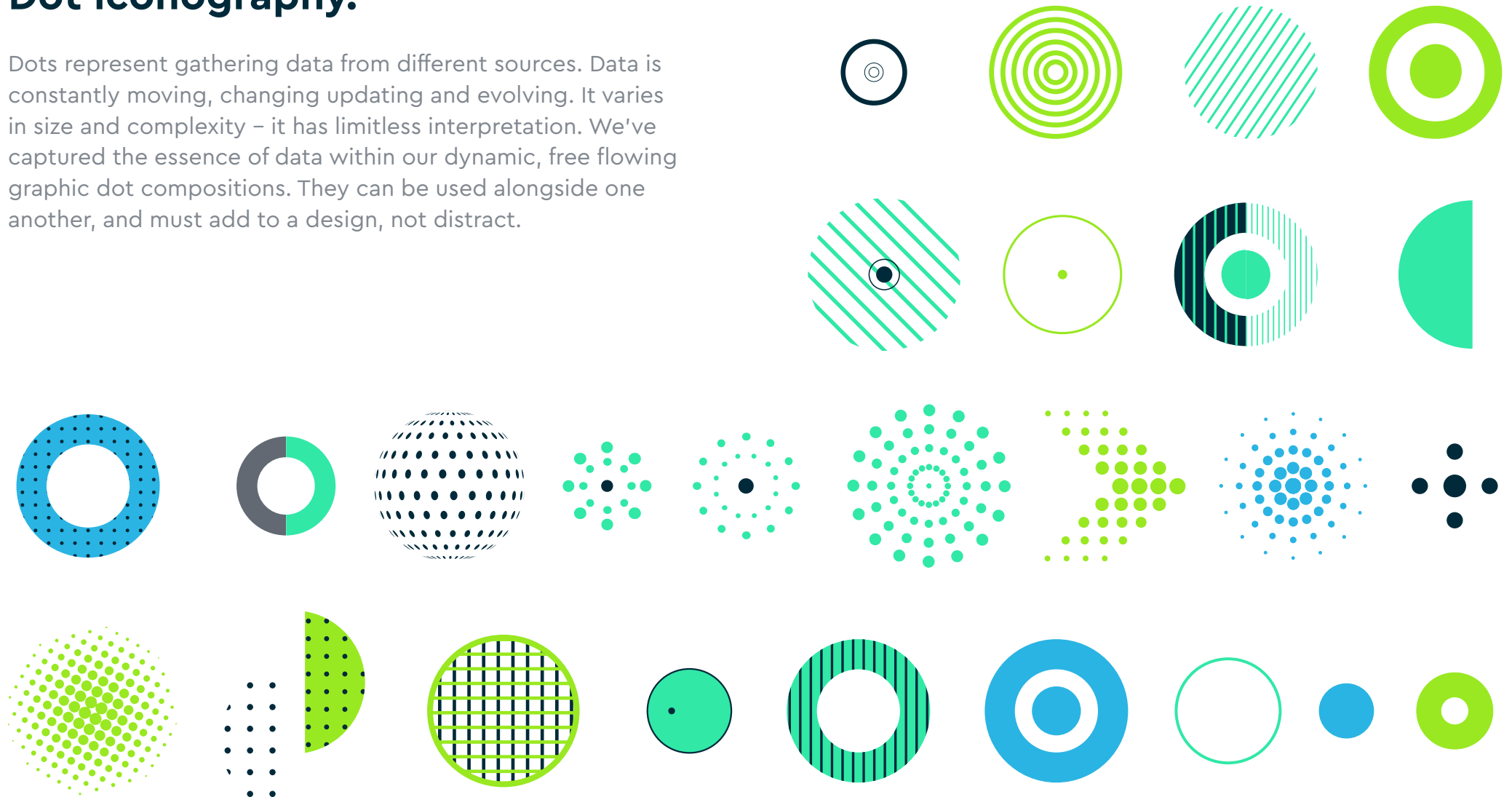
analytix



farecast

## Dot iconography.

Dots represent gathering data from different sources. Data is constantly moving, changing updating and evolving. It varies in size and complexity – it has limitless interpretation. We've captured the essence of data within our dynamic, free flowing graphic dot compositions. They can be used alongside one another, and must add to a design, not distract.



## Illustrations.

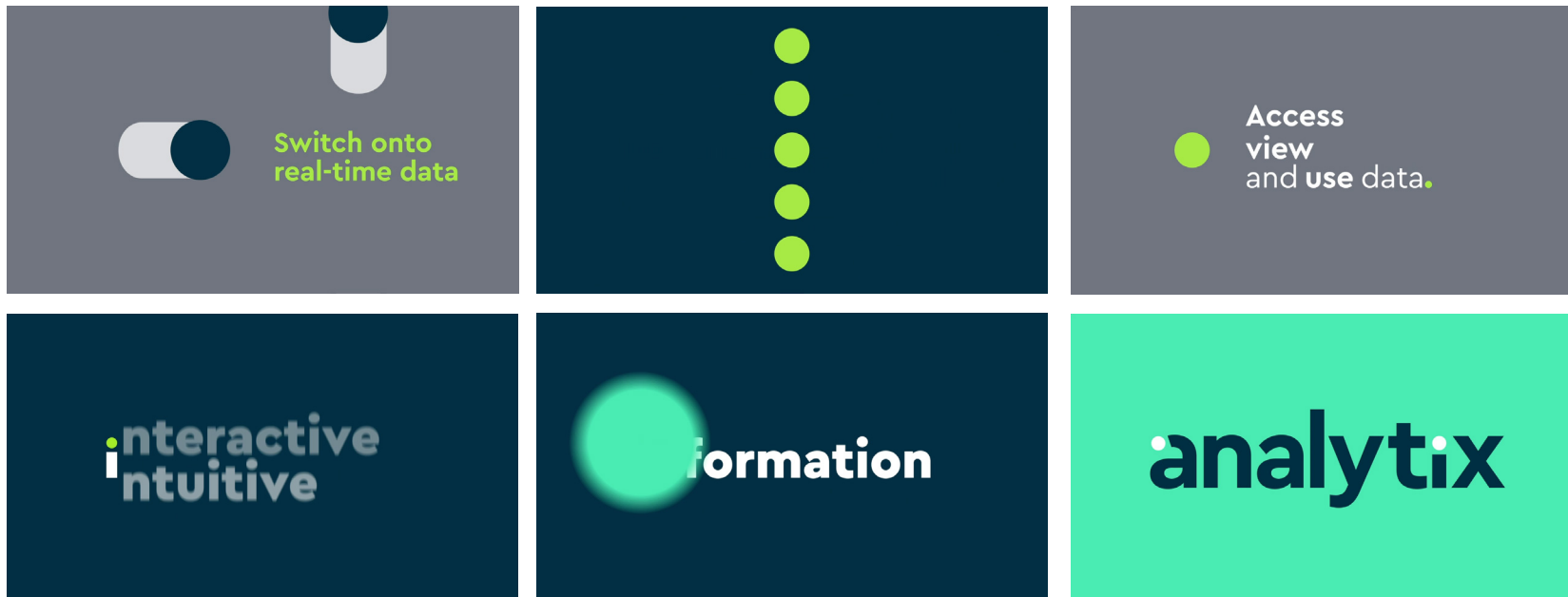
Exciting and eye-catching illustrations are important to reiterate the fluidity of moving data. Pairing these explosive graphics with inanimate objects such as devices allows the 'Data' to come to life.



## Animation tips.

Our animation style references our brand personality through its pace, bounce and transitions. Keep things playful but professional.

[Click through to see full video.](#)



# Imagery.



# Photography.

Data driven partners, instilled with confidence thanks to Travelogix.



# Application.





## Visual examples.

The following examples show additional ways the brand can be brought to life.

# Harness the power of your data.



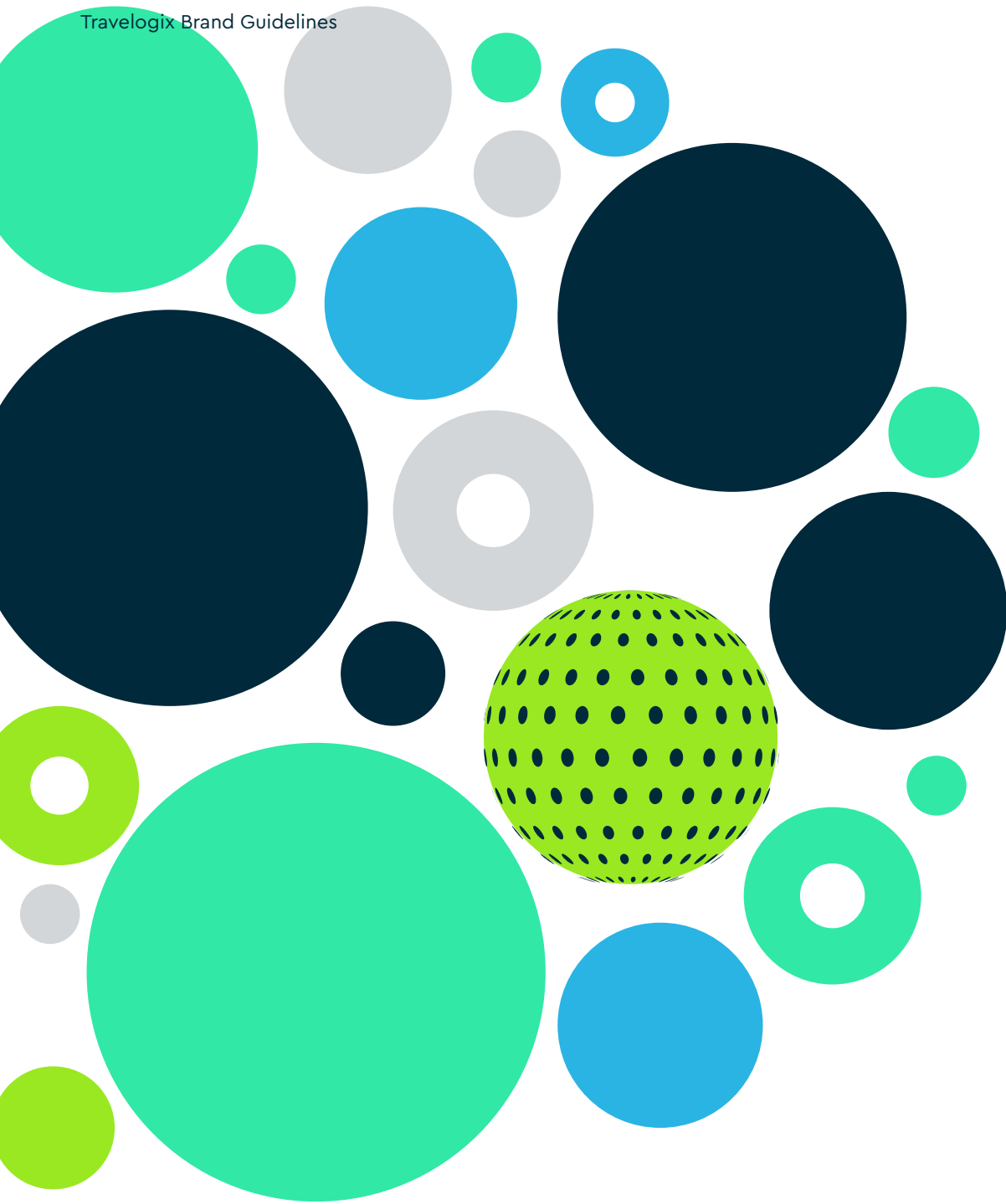
Your airline data,  
in real-time, at  
your fingertips.

Create New Folder Edit Folder Delete Folder

	DATES	TIERS	PROGRESS
Europe Incentive Jan20-Sep20	Start Date: 1st Jan 2020 End Date: 30th Sep 2020 Last Updated: 19th Feb 2020 14:32	2	BASELINE
Incentive Oct19-Sep20	Start Date: 1st Oct 2019 End Date: 30th Sep 2020 Last Updated: 19th Feb 2020 14:32	4	TIER 2
USA Incentive Jan20-Dec20	Start Date: 1st Jan 2020 End Date: 31st Dec 2020 Last Updated: 19th Feb 2020 14:31	2	BASELINE
AE Incentive Jan20-Jun20	Start Date: 1st Jan 2020 End Date: 30th Sep 2020 Last Updated: 19th Feb 2020 14:32	2	BASELINE
Incentive Jan20-Jun20	Start Date: 1st Jan 2020 End Date: 30th Jun 2020 Last Updated: 19th Feb 2020 14:31	2	BASELINE
Q1 2020	Start Date: 1st Jan 2020 End Date: 30th Jun 2020 Last Updated: 19th Feb 2020 14:42	0	BASELINE
	Start Date: 1st Jan 2020 End Date: 30th Jun 2020 Last Updated: 19th Feb 2020 14:42	2	BASELINE
	Start Date: 1st Jul 2019 End Date: 30th Jun 2020 Last Updated: 19th Feb 2020 14:35	2	



Empowering people.  
Transforming processes.  
Pushing progress.



**Change  
your view  
of travel  
date.**



# travelogix

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