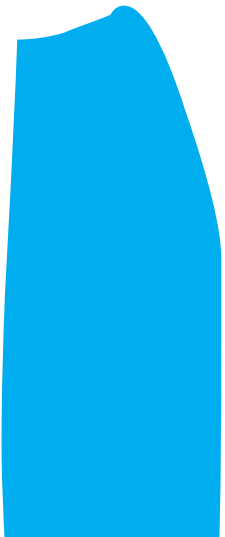
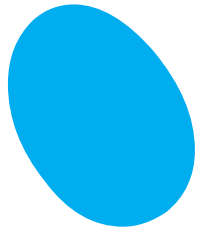
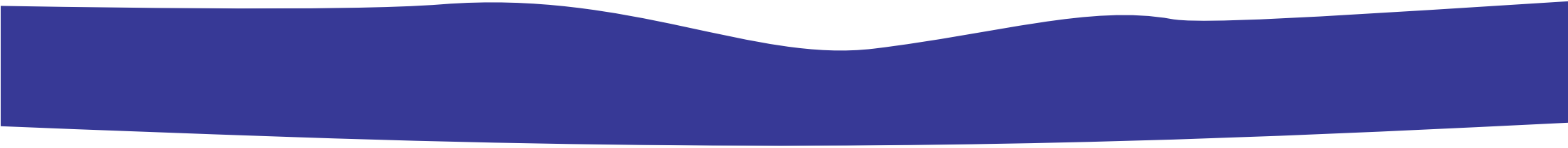


Holiday Extras Corporate Identity Guidelines



Introduction

Today more than ever a good brand image is fundamental to the success of any organisation. And we at Holiday Extras have been working to update our image as part of our overall communications strategy. We are relaunching with a brand new corporate identity.

The aim of our relaunch is to gain greater awareness of who we are, and our striking new face communicates clearly our positive modern attitude and image.

These guidelines document the new corporate identity and explain the basic principles for its use.

The creation of a new brand depends hugely on consistent and careful implementation, so please help by following these guidelines very carefully.

Naming

Our name is now 'Holiday Extras', the 'ABC' has been dropped throughout.

Our new logo features our name in 'handwriting' all in lower case, but when written within text, Holiday Extras should always be set in upper and lower case.

The standard logotype

The standard Holiday Extras logotype is the two colour horizontal orientation version on a white background as illustrated on the right. This is the version to be used wherever possible.

Other versions for specific situations are described later in these guidelines.

Always use the correct files and never attempt to re-create or make changes to the logo. Consistency is key to building awareness.



The standard signature

The standard signature is the combination of the standard logotype and the strapline 'make it easy going'. The relative sizes and positions of these elements are fixed and must never be altered.

The standard signature should be used in favour of only the logo, on most marketing communications.



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Vertical orientation

In certain restricted spaces it may sometimes be more practical to use the vertical orientation or 'stacked' version of the logo or signature. This is very much the second option from the standard, horizontal versions.



holiday
extras



holiday
extras

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Exclusion zones

To prevent the logo or the signature from being overcrowded or obscured by other elements, exclusion zones have been defined. These are imaginary boxes surrounding the logo or the signature into which no other graphic element may intrude.

An exclusion zone is constructed by taking the x-height of the word 'extras' (x) and adding the same measurement to the top, bottom, left and right hand sides of the logo or the signature.

The diagrams on the right show the standard horizontal versions. However the construction is exactly the same for the vertical orientation versions.



Corporate colours

The Holiday Extras corporate colours are HE Blue and HE Purple. In print, these are achieved either with special colours or with the process colours (CMYK).

Special colours

HE Blue

Match to Pantone Process Cyan



HE Purple

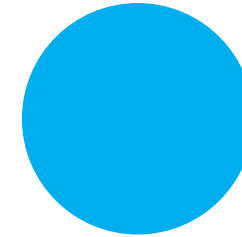
Match to Pantone 266



Process colours

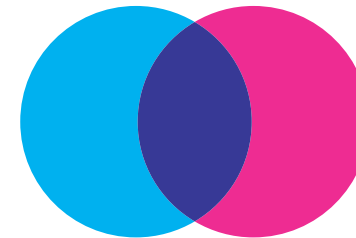
HE Blue

100% Cyan



HE Purple

94% Cyan, 94% Magenta

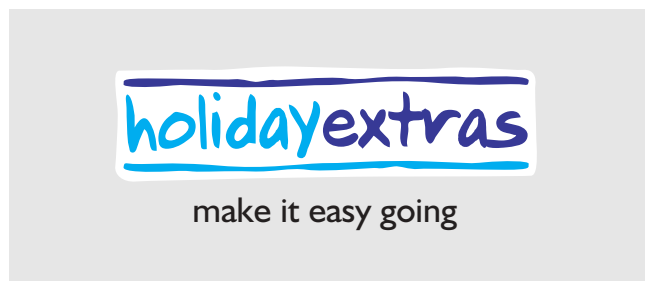


The white panel

The Holiday Extras logo always appears on a white background. It incorporates a white panel which is always present and visible on any colour other than when the background is already white, however pale it may be.

This panel is an integral part of the logo and must never be removed or omitted for any reason.

The strapline appears beneath the white panel and overprints in black on pale backgrounds or reverses out in white when the background is darker.



Black and white

The mono version of the signature is specifically for press advertising where firstly, colour may not be available and secondly, the quality of the paper is such that a relatively coarse screen would be required if a tint were to be attempted. It is therefore 100% black.

Do not represent the two colours with tints of black.

The white panel is just as important in black and white reproduction as it is in colour. It is always present however pale the background is.

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Two colours

When only two colours are available the two corporate colours should be used. The strapline is therefore reproduced in HE Purple and not black.



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Single colour

When only a single colour is available, other than black, then this single colour version may be used. This is all HE purple with the word 'holiday' and bottom stripe a 40% tint.

This is not an option for general use and must only be used where a second colour really is not available, on certain forms for example.



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Colour palette

The Holiday Extras image is bright, modern, clean, cheerful and colourful.

Therefore, in addition to the corporate colours there is a palette of colours to be used in conjunction with the signature.

Use these colours sparingly and do not use too many all together. Our look is not a rainbow.



Tints of HE Blue



Match to Pantone 109



HE Blue



Tints of HE Purple



Magenta



HE Purple



Match to Pantone Green



Match to Pantone Orange 021

Photographic backgrounds

With its white panel the signature can be placed onto almost any photographic background whether light or dark. However it is best to keep the area behind the signature as flat and free from detail as possible. Always ensure that the strapline is clearly legible.



Typography

The Holiday Extras corporate typeface is Humanist 521, either Bold or Roman.

Always set text in upper and lower case.

Text set all in capitals looks official and unfriendly.

Humanist 521 Bold

Humanist 521 Roman

Incorrect use of the signature

Nothing is more important when building a brand than consistency. Always use the correct files and never depart from these guidelines. Illustrated here are some of the more obvious mistakes to avoid.



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Do not add a drop shadow or any other effect to the logo.



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Do not distort the signature.



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Do not set the strapline in the wrong typeface.



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Do not extend the stripes.

Book now with holidayextras and save £££s!

Do not place the logo within text.



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Do not add elements to the logo or embellish it in any way.



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Do not change the colours for any reason.



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Do not change the position of the strapline.



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Do not reproduce the strapline in the wrong colour.



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Do not reduce the space above the strapline.



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Do not colour the white panel.



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make it easy going

Do not reproduce the logo on a colour without the white panel.



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Do not reverse the logo out, omitting the white panel.



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Do not rearrange the colours of the logo.



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Do not alter the proportions of the signature.