



# Corporate Identity Style Guide

06.11.09

## Let's talk...

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We communicate every single day in dozens of ways by sending an email, exchanging a business card, handing out a brochure, taking a booking...

We communicate with colleagues, suppliers, clients, bankers, competitors. We need to be seen, we need to be heard, we need to be noticed, we need to be remembered...

And why do we need to have a strong visual identity?

**To make the difference.**

### **Our Mission...**

**"To be the best."**

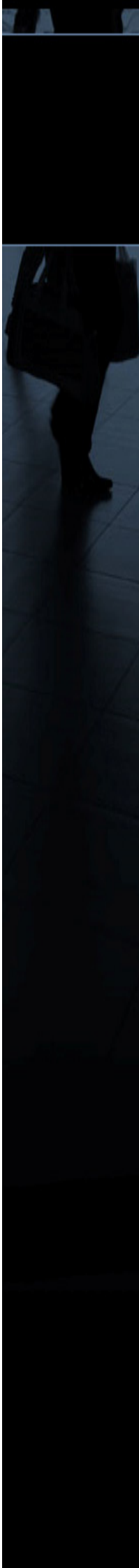
If you have queries about the World by Design brand or its technical or editorial applications, please email [John.Cooper@gilestravel.com](mailto:John.Cooper@gilestravel.com)

November 2009

# Style Guide

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# The Brand

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Our corporate identity provides one of the most powerful and tangible ways we can communicate our brand. Our look and feel encapsulates who we are, what we stand for and how we present ourselves to the world. The purpose of the Giles Travel brand is to establish consistency throughout our organisation and express what we stand for.

To secure effective implementation, we must all understand how the identity should be used and then ensure it is used correctly. These guidelines have been produced to achieve this.

The Giles Travel corporate identity comprises a number of the colour palette and italicised typeface. Clear rules explain how these elements must be used. Together they form the building blocks of our identity. Used correctly, as illustrated in this document, they ensure consistency and professionalism in all our communications.

This Brand Toolkit provides the basic information you need to produce material that incorporates the Giles Travel identity. Over the next few pages you will find information on the basic elements of our visual identity – colours, typefaces and our logotype family, which are the basic ingredients that are mixed in a specific manner to achieve the Giles Travel style.

# The Master Logo

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The Giles Travel logo, our primary signature, represents how our brand is most commonly known. It should be used whenever possible, on all executions applicable to a group message.

In all marketing collateral we treat the Giles Travel logo(s) with reverence. It should never be distorted or modified in any way.

1. The master logo has a distinctive design, incorporating a stylised 'G' (motif) which is created by a flowing style, reminiscent of a civilised culture. This symbolises strength with service and is both friendly and approachable.
2. By contrast, the company name element of the logo is presented in a solid, upper case font rotated anti-clockwise 90 degrees to represent dynamism and aspiration.
3. Each element of the logo is separated by a clean dividing line. These lines help to reinforce the strength and solidity of the identity and create a 'pillar' effect.



## The Brand Family

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World by Design, the leisure-oriented sister company of Giles Travel, enjoys its own branding and identity. For further information on how to use the World by Design brand, please refer to its own Brand Manual.

World by Design will only ever be used in conjunction with Giles Travel in a business travel presentation to a corporate client. Otherwise they would never have reason to be used together.

*World  
by Design*

The following membership / affiliation logos are used by both Giles Travel and World by Design and should appear on all corporate stationery and within a sales / new business presentation to add credibility to our brands.



## Using the Corporate Logo

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### Using the name World by Design in copy

When written in narrative or descriptive copy, the name 'Giles Travel' must always be written in upper case capitals, lower case following. For example: 'Giles Travel is consistently recommended to others by our clients.'

For an extended, more corporate version, the full name of 'Giles Travel Limited' may be used – more suited to contractual writing and proposals.

### Exclusion zone

To enhance the effectiveness of our logo, an exclusion zone has been created which must always be respected. No text or other visual elements should appear within this space. The exclusion zone is defined by the height of the 'G' in 'GILES' element of the logo and scales in proportion to the size of the logo.



## Using the Corporate Logo

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### Positioning

Adhering to the exclusion zone rules, please ensure that the Giles Travel logo sits at the top right hand corner on every piece of literature and advertising, (unless it is part of a bespoke ad campaign designed by our creative agency – if in doubt, please contact the Brand Manager).

The logo must always be used horizontally, never vertically or at an angle and the correct logo variation must be used for the applicable background (see Section 2.05).



### Minimum size

The logo should not be used below 20mm in width in print or below 120 pixels on screen.



## Using the Corporate Logo

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### Unacceptable usage

Never, ever distort the logo or “stretch it to fit” under any circumstances. Please do not use any version of the World by Design logo illustrated in these unacceptable formats:



- A** Do not use the logo without the ‘G’ motif.



- B** Do not squash the logo.



- C** Do not squeeze the logo.



- D** Do not use the logo without the divider straps.



- E** Do not italicize the logo.



- F** Do not change the typeface.

## Using the Corporate Logo

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**G** Do not add additional words to the logo.



**H** Do not use the logo in any other colours than those specified.



**I** Do not add graphic effects to the logo, such as drop shadow or bevels.



**J** Do not change the orientation of the logo.



**K** Do not frame the logo in any way.



**L** Do not use the logo as a repeating wallpaper pattern.

## Logo Variations

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### Logo 1.0 – the master logo

This silver version of the logo should be used in all litho print applications and online. Always use the master logo digital files (supplied in CMYK and RGB).



### Logo 1.1 – the reverse logo

This version of the logo should be used in all litho print applications and online when applied to a light background. Always use the master logo digital files (supplied in CMYK and RGB).



### Logo 1.2 – the single colour logo

This is the primary single-colour logo, a pseudo silver application (RCB printers cannot reproduce true silver). Use it whenever the full colour or two-colour logo cannot be used, such as when silk screen printed in one colour on promotional items.



### Logo 1.3 – the single colour logo

This version of the logo can be used in all digital (laser and inkjet) print applications. Always use the master logo digital files (supplied in RGB).



### Logo 1.4 – the single colour outline logo

This single-colour logo prints or can be embroidered in either corporate colour and should be used whenever the multicolour versions cannot be used and the print process will not support application of the master version.

## Logo Motif

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Our unique logo 'motif' – a stylized 'G' – symbolises dynamism, movement and contemporary thinking with a solid, traditional focus on service (reminiscent of an earlier, civilised age).

The colour scheme of the motif should never be changed but opacity and shade percentages can be introduced, based on the original colour properties.

While not a logo on its own, the motif affords us a versatile icon with which to colour our corporate communication materials. However, its use should always be in context to the full logotype.



# Colour Palette

## Primary Colours

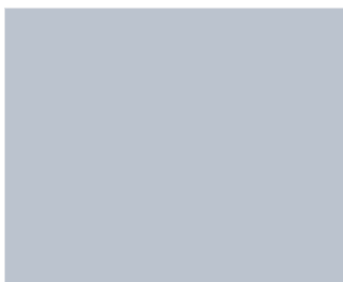
The main colour of the Giles Travel logo is either solid black, grey or white (Pantone Black EC). These are the core corporate colours and work well with all other colours in the Giles Travel colour palette.

Whenever possible, use coated versions of the Pantones – these have been chosen for their brightness and should always be reference matched.



**Pantone Black EC**

<b>Print</b>	<b>Spot colour</b>	<b>Pantone 1795 EC</b>
	<b>CMYK</b>	<b>0C 0M 0Y 100K</b>
<b>Varnish</b>	<b>RAL</b>	<b>3020</b>
<b>Adhesive Decals</b>	<b>3M Scotch-Cal</b>	<b>100 - 13</b>
<b>Electronic Media</b>	<b>RGB</b>	<b>205R 32G 44B</b>
	<b>Web (Hex)</b>	<b>000000</b>



**Pantone 428 C**

<b>Print</b>	<b>Spot colour</b>	<b>Pantone 428 C</b>
	<b>CMYK</b>	<b>26C 17M 12Y 0K</b>
<b>Varnish</b>	<b>RAL</b>	
<b>Adhesive Decals</b>	<b>3M Scotch-Cal</b>	
<b>Electronic Media</b>	<b>RGB</b>	<b>187R 195G 206B</b>
	<b>Web (Hex)</b>	<b>bb c3 ce</b>

## Secondary Colour

We have chosen a pale, medium strength colour which complements the primary colours and works well together. These can also be used in the various logos of the expanded brand family and in the variations and can be used in various opacity percentages.



**Pantone 652 C**

<b>Print</b>	<b>Spot colour</b>	<b>Pantone 652 C</b>
	<b>CMYK</b>	<b>49C 27M 15Y 0K</b>
<b>Varnish</b>	<b>RAL</b>	
<b>Adhesive Decals</b>	<b>3M Scotch-Cal</b>	
<b>Electronic Media</b>	<b>RGB</b>	<b>135R 164G 190B</b>
	<b>Web (Hex)</b>	<b>87 a3 bd</b>

# Typography

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## Primary Font

Our brand typeface for all print communications is Arial. Please use only the light, medium, italic and bold versions of this font family. This typeface should be used for all printed marketing and design materials, pre-printed literature, stationery and internally produced written documents.

Arial	<i>Arial Italic</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
1234567890.,()*'%"&.:;/?!#@£	1234567890.,()*'%"&.:;/?!#@£
Arial Light	<b>Arial Bold</b>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>
abcdefghijklmnopqrstuvwxyz	<b>abcdefghijklmnopqrstuvwxyz</b>
1234567890.,()*'%"&.:;/?!#@£	<b>1234567890.,()*'%"&amp;.:;/?!#@£</b>

## Secondary Font

We also make use of Trebuchet, primarily for PowerPoint presentations and where, for some reason, Arial may not be available. Please only use the medium, italic and bold versions of this font family.

Trebuchet	<i>Trebuchet Italic</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
1234567890.,()*'%"&.:;/?!#@£	1234567890.,()*'%"&.:;/?!#@£
Trebuchet Bold	
ABCDEFGHIJKLMNOPQRSTUVWXYZ	
abcdefghijklmnopqrstuvwxyz	

Every Windows and Mac computer has Arial and Trebuchet installed and both fonts are web friendly.

# Key Styling Rules

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The core rules which define the Giles Travel brand style are highlighted below. Over and above how we use the logo and corporate identity is how we present ourselves via the tools and materials we use and produce every day – letters, emails, memos, etc.

These rules exist to drive consistency of look and feel – no matter who is communicating what to whom... it's always Giles Travel.

## Letters

Stylistically, text type should always be Arial font and is applied ranged left, ragged right. Avoid centring or justifying text, or using a wide range of point sizes within a communication – try to keep to a maximum of 11 point.

Ensure the text layout and message hierarchy are simple and clear.

Use PC Automatic colour for body text (ie: black) and do not apply text in any colour not stipulated in this document. Do not condense or expand the type or use open character spacing.

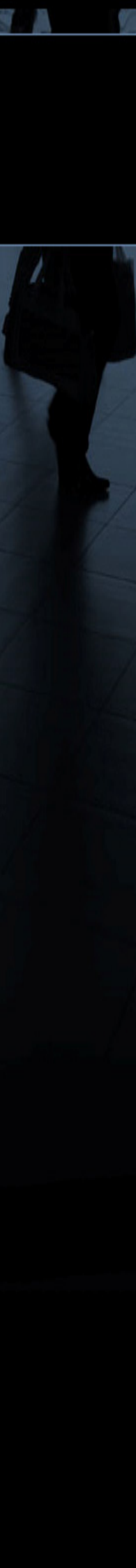
## Email

All email correspondence must be accompanied by the approved Giles Travel email signature. Font used should be Arial, point size 8, colour is standard black for the key name information, 80% grey for the contact details.

The same rules of message hierarchy, simplicity and colour that apply to letter writing are equally applicable to emails.

# Personal Notes

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