



## Corporate Brand Guidelines



**whl.travel**

...your local connection

Description of the whl.travel Logo	2
Explanation of the whl.travel Logo	3
Isolation Area	4
Typography	5
Minimum Size	6
Colour	7
Colour Reproduction	8
Incorrect Uses of the whl.travel Logo	9
Horizontal Version	10
Skewed Version	11

Figure 1.



## whl.travel Logo

The words 'whl.travel' (also called a word marque) are the focal element of the whl.travel logo (also called an identity). They are presented above the '...your local connection' tagline and crowned by three swatches, each with a symbol representing a core value of the whl.travel network.

The whl.travel identity consists of five elements, as shown in figure 1:

- a - colour swatch containing a leaf
- b - colour swatch containing a human hand
- c - colour swatch containing a spiral
- d - 'whl.travel' word marque
- e - '...your local connection' word marque

Original artwork, as provided directly by whl.travel only, must always be used to reproduce the identity.

**Figure 2.**

**a.**



The SPIRAL is known in nature and from the earliest human cultures. To whl.travel it relates to journey, discovery, connection and finding home.



The HUMAN HAND represents human life and its unique power of communication, creativity and personal touch. For whl.travel it conveys caring, interaction and experiencing.



The LEAF is a symbol of the natural environment, diverse but united across the planet, like whl.travel. We see it signifying our shared responsibility for peace, health and healing.

**b.**



...a journey of discovery



...a personal touch



...a shared responsibility

## Explanation of the whl.travel Logo

Figure 2a provides explanations of the three symbols used in the whl.travel logo, each one representing a core value of the whl.travel network. These explanations, depicted as shown, must be original artwork, as provided directly by whl.travel only, and may be used in print and in digital media when a logo back story is beneficial and space is sufficient.

Figure 2b is a different approach intended for use on whl.travel promotional material (merchandise, clothing, print fliers and banners etc.). In order to ensure brand consistency, all promotional materials carrying this whl.travel logo explanation must use original artwork, as provided directly by whl.travel only, and be submitted to whl.travel for approval.

Figure 3.



### Isolation Area

In figure 3, the area indicated around the identity is known as the isolation area. It is equal to one-half the width of one of the colour swatches.

To ensure the clarity of the identity, the isolation area should be kept clear of any type, imagery or graphic elements.

Figure 4.

a. **whl.travel**

b. **Myriad Pro: Regular** (as used in ‘...your local connection’)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !@#\$%^&\*()?

**Arial: Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !@#\$%^&\*()?

**Helvetica: Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 !@#\$%^&\*()?

Typography

The typeface used for ‘whl.travel’ as shown in figure 4a is a customised and unique typeface. Please do not use any other font to illustrate or copy this word marque.

**Myriad Pro: Regular** as used in the ‘...your local connection’ tagline (4b) may be freely used with and around the whl.travel logo.

Other preferred alternatives include **Arial** and **Helvetica**.

Figure 5.



For digital/web appearance on footers or banners etc, the logo should be kept at a minimum size of 66 x 49 pixels.



In cases where the logo is used in exceptionally small spaces, such as affiliate buttons or banners, the logo may be sized down to 51 x 29 pixels (the tag-line should be removed).

### Minimum Size

To ensure optimum definition of the identity in reproduction, do not exceed the minimum sizes indicated in figure 5.

Original artwork, as provided directly by whl.travel only, must always be used to reproduce the identity.

Figure 6.



Orange

Pantone 143 C

Four Colour Process

C : 01 M : 51 Y : 97 K : 0

Screen Colours

R : 245 G : 146 B : 36

#F59224



Green

Pantone 368 C

Four Colour Process

C : 60 M : 1 Y : 100 K : 0

Screen Colours

R : 115 G : 189 B : 68

#73BD44



Blue

Pantone 2915 C

Four Colour Process

C : 59 M : 11 Y : 5 K : 0

Screen Colours

R : 91 G : 181 B : 220

#5BB5DC



Dark Grey

Pantone 446 C

Four Colour Process

C : 0 M : 0 Y : 0 K : 89

Screen Colours

R : 67 G : 67 B : 69

#434345

Colour

The four corporate colours are orange, green, blue and dark grey.

For websites or screen graphics, the hexadecimal colour codes (#) given should be matched.

Figure 7.



## Colour Reproduction

The identity should be reproduced in the corporate colours on a white background, as in figure 7a.

If corporate colours are not available, the identity should be reproduced in black or grey on a white background, as in figure 7b.

The logo may also be reproduced in white on any of the corporate colours as a background (7c).

If the logo can not be displayed on a background of white or any of the corporate colours, then the white, black or grey versions of the logo may be used instead, depending on which is more legible (7d).

When the logo is reproduced on a picture or photograph, care should be taken to respect the isolation area and make sure that the identity is legible.

Figure 8.



The logo should not be stretched out of proportion when resized.



Do not apply text effects such as drop shadows or 'glows' to the logo.

### Incorrect Uses of the whl.travel Logo



Do not alter the wordmark by using other typefaces.



Do not intergrate the whl.travel logo with another logo without permission.

Figure 9.



### Horizontal Version

The horizontal version of the logo may be used where necessary.

The Isolation Area of the horizontal version (9a) is calculated using the same formula described on page 4 for the standard logo.

All colour, colour reproduction and incorrect use guidelines also apply to the horizontal version of the logo.

To ensure optimum definition of the horizontal version of the logo in reproduction, do not exceed the minimum dimensions indicated in figure 9b.

**Figure 10.**



## Skewed Version

The skewed version of the logo should always be placed at the top of a document, as shown in figure 10. Under no circumstances may the swatches be rotated or placed on the sides or the bottom of a document.

If the 'whl.travel' word marque appears with the skewed colour swatches, the word marque should be placed inline with the middle swatch, as shown in figure 9a.

If the 'whl.travel' word marque appears with the swatches on a document in landscape format, the word marque may instead be placed in the bottom right-hand corner as shown in figure 10b.

All colour and typography guidelines also apply to this skewed version of the logo, the original artwork for which should come directly from whl.travel only.