



AFerry Brand Guidelines

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Introduction

About AFerry

AFerry is the world's leading global real-time internet ferry travel distribution network which generates 55 million unique visitors per year and over 3,000 bookings per day.

Founded in 1997, our network comprises of over 1,650 ferry routes connecting more than 110 ferry companies, all accessible to our customers and business partners.

Our Intention

We aim to one day provide real-time bookings for all ferry and hotel services throughout the world giving our customers even more choice!



The World's Leading Ferry Website

AFerry has consistently been voted 'The World's Leading Ferry Website' at The World Travel Awards since 2010.

Why Use AFerry?

As well as the vast choice of routes and ferry companies, AFerry offers security for its customers. We act much the same as a travel agent would, making customer bookings with ferry companies. All payments are taken on a secure website using a full credit card validation mechanism.

Our booking engine offers our customers the latest technology to find and compare ferry routes quickly, as well as displaying alternative options that often work out cheaper.

We provide honest impartial reviews directly from our customers, helping other customers to pick the right ferry journey for them.

We constantly add new routes and ferry companies to our already impressive list.

Our website and its products are available in all major languages.

The AFerry Logo

The full colour (CMYK on blue) master logo is our preferred version and should be used wherever possible.

It should always be produced using the correct colours associated with the AFerry brand. See primary palette colours on page 11.

The greyscale and monochrome versions of the master logo is for use on black and white applications only.



CMYK



CMYK on blue



Greyscale



Monochrome on black



Monochrome

Protecting Our Master Logo

Exclusion Area

Avoid placing text or any other graphic object near the logo. The minimum amount of room to leave around the logo is indicated by the clearzone.



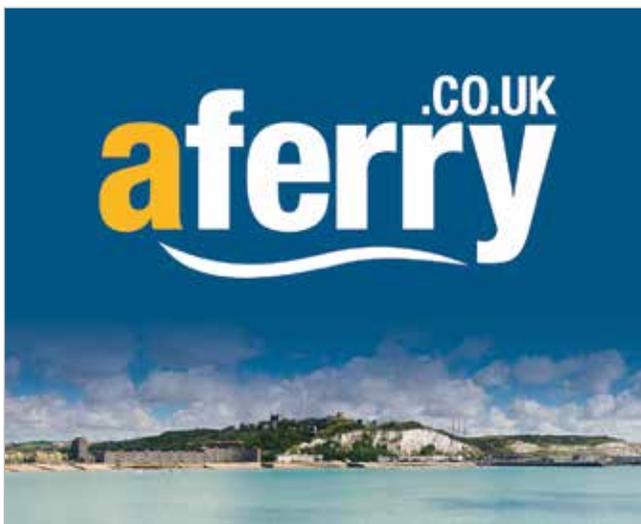
The space around the logo should be 1 x 'a' (based on the 'a' of the logo)

Master Logo Application

The logo must be scaled sufficiently so all parts of the logo are visible and legible.

The master logo can sit on either a white or blue panel depending on the full colour version used.

Gradients can also be used to help the logo interact with the subject but mustn't affect the logos legibility. See colours on page 11.



CMYK sitting on blue with a gradient



CMYK sitting on a white panel

Incorrect Master Logo Application



Do not place over photographic backgrounds that interfere with the logo



An exclusion area around the logo is required
Colours used must be in the colour palette



Do not position the logo on a similar coloured background



No arrangement changes to the elements
No distortion to the elements
No other typographic styles

AFerry Family Logos

These guidelines set out must also be adhered to for all of the AFerry family. Below are just some examples of these branded logos.



Typography

The AFerry master logos, print and website designs use clean sans serif typefaces that compliment the brand and help get our message across.

AFerry Wording:

When the word 'AFerry' is written it should be with uppercase 'AF' and lowercase 'erry'.
E.g. **AFerry**

When AFerry and its top-level domain address is written it should all be in lowercase. E.g. **aferry.co.uk**

Master Logo Brand

Helvetica Neue LT Std 87 Heavy Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890

Master Logo Typography

Helvetica Neue LT Std is the typographic family used within the AFerry master logos.

The brand uses **87 Heavy Condensed** in lowercase and the top-level domain address uses **77 Bold Condensed** in uppercase.

Under no circumstances is the typography within the logo allowed to be altered in any way.



Master Logo Domain Address

Helvetica Neue LT Std 77 Bold Condensed
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890

Print Typography

Typefaces used within AFerry print design use a combination of **Helvetica**, **Helvetica Neue LT Std** and **Arial**.

Helvetica Neue LT Std 87 Heavy Condensed and **77 Bold Condensed** should be used sparingly outside of the logo. E.g. In the title or as feature text only.

Varying weights of **Arial** and **Helvetica** should be used for everything else.

Title & Feature Text

Helvetica Neue LT Std 87 Heavy Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

1234567890

Helvetica Neue LT Std 77 Bold Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**

1234567890

Body Copy & Everything Else

Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

Helvetica Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

Plus additional weights of **Arial** and **Helvetica** can be used as required.

Digital Typography

H1 Header

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

H2 Header

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

H3 Header

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Typefaces used within the AFerry website design use a combination of **Arial Regular**, **Arial Bold** and **Open Sans Regular**.

Arial Regular should be used within form elements (such as in the booking engine and booking flow) and other text where required.

Arial Bold should be used within headings (H1, H2, H3 and navigation), button text, form elements (such as in the booking engine and booking flow) and other text where required.

Open Sans Regular is to be used within the main body and paragraph tags of the website only.

Body & Paragraph Tags

Open Sans Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Form Elements & Other Text

Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Colour

For consistency it is essential that colours are reproduced as accurately as possible. Care must be taken in selecting the correct colour reference for different applications.

Primary palette colours are used within the logos and websites. In addition websites also use colours from the secondary palette.

Under no circumstances are these colours allowed to be combined to create new colours, tints, gradients, patterns or textures. Use only the specified colours within the logos and websites.

Print Use

CMYK breakdown should be used. Pantone 'spot' colours should only be used where print restrictions apply. E.g. On branded pens.

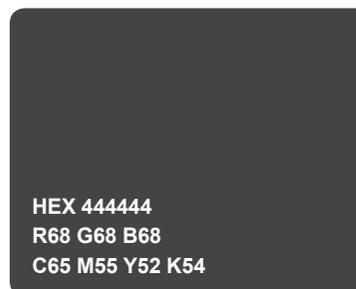
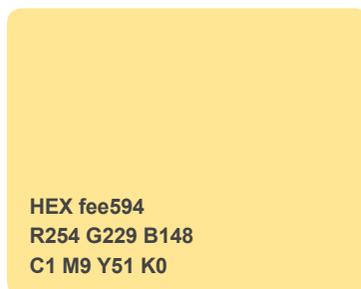
Web Use

HEX or RGB breakdown should be used.

Primary Palette



Secondary Palette



Responsive Website Design

AFerry websites are fully responsive, meaning that our websites take into consideration the user's environment based on screen size, platform and orientation and serves up a layout to best suit the user.



Digital Application

An example of digital applications via a smartphone and desktop computer.

The smartphone interface features a dark blue header with the aferry logo and a hamburger menu icon. Below the header, a white background contains the text "Compare & book a huge choice of ferry routes!" and a prominent green "Search & Buy" button. A promotional image of a family on a beach is shown, with the text "Ferries to the UK with Irish Ferries! Travel to Holyhead or Pembroke!". Below this, a section titled "What other customers enjoyed:" lists "Ferry Companies" including Brittany Ferries and Irish Ferries.

The desktop interface has a dark blue header with the aferry logo, the tagline "The World's Leading Ferry Website", and a "Republic of Ireland" dropdown menu. A navigation bar includes links for Home, Ferry Companies, Ferry Routes, Ferry Ports, Countries, Special Offers, Ferry Timetables, and My Account. The main content area is titled "Compare & book a huge choice of ferry routes!" and features a large yellow search form. This form includes fields for "Outward Route" and "Return Route" (with a "Map" link), date and time pickers, "Return" or "One Way" options, "Passengers" (with age selection), and "Method of Travel" (set to "Standard Car"). A "Search" button is at the bottom right of the form. Below the form, a section "What other customers enjoyed:" lists "Ferry Companies" (Brittany Ferries, Irish Ferries, Isle of Man Steam Packet Ferries, P&O Irish Sea Ferries, Stena Line Ferries), "Ferry Ports" (Belfast Ferries, Dublin Ferries, Dun Laoghaire Ferries, Larne Ferries, Rosslare Ferries), "Ferry Routes" (Dublin to Holyhead Ferry, Dublin to Liverpool Ferry, Rosslare to Cherbourg Ferry, Rosslare to Fishguard Ferry, Rosslare to Pembroke Ferry), and "Destinations" (Ferries to England, France, Northern Ireland, Scotland, Wales). To the right of the search form is a promotional banner for "Ferries to the UK with Irish Ferries!" and a "Sign-up & Save" newsletter form with a "Submit" button. At the bottom right, a "Follow us on" section displays social media icons for Facebook, Twitter, Google+, RSS, and YouTube.