aferry.CO.UK

AFerry Brand Guidelines

Contents

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 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 Brand

Helvetica Neue LT Std 87 Heavy Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Master Logo Domain Address

Helvetica Neue LT Std 77 Bold Condensed
abcdefghijklmnopqrstuvwxyz
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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue LT Std 77 Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy & Everything Else

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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

Digital Typography

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.

H1 Header

**Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

H2 Header

**Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

H3 Header

**Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Body & Paragraph Tags

Open Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Form Elements & Other Text

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Arial Bold
abcdefghijklmnopqrstuvwxyz
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.
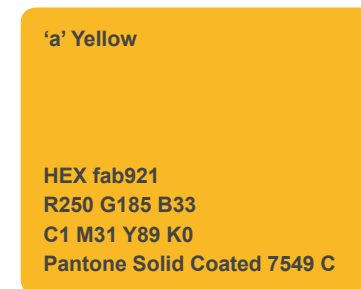
Print Use

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

HEX 005684
R0 G86 B132
C95 M61 Y25 K10
Pantone Solid Coated 7692 C

HEX 81b5d8
R129 G181 B216
C53 M17 Y8 K0
Pantone Solid Coated 292 C

'a' Yellow

HEX fab921
R250 G185 B33
C1 M31 Y89 K0
Pantone Solid Coated 7549 C

Secondary Palette

HEX 0099cc
R0 G153 B204
C78 M23 Y8 K0

HEX e0ecf7
R224 G236 B247
C14 M4 Y1 K0

HEX fdcc1a
R253 G204 B26
C1 M20 Y91 K0

HEX fee594
R254 G229 B148
C1 M9 Y51 K0

HEX 444444
R68 G68 B68
C65 M55 Y52 K54
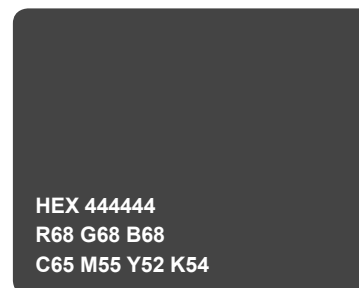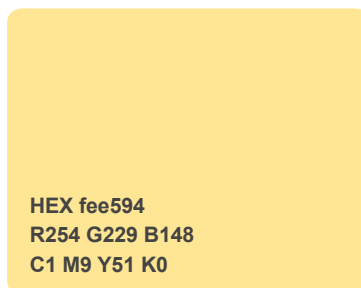
Responsive Website Design

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.