

Ferrysavers Brand Guidelines

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Introduction

About Ferrysavers

Ferrysavers was founded in 1989 and stands for *Best Prices, Widest Choice* within the ferry travel industry. Providing it's customers with the very best prices on single and return ferry trips. Along with the widest choice of ferry companies, ports and routes around Europe as well as the more further afield destinations.

Ferrysavers uses a real-time internet ferry travel distribution network that consists of over 1,000 ferry routes connecting more than 100 ferry companies, all accessible to our customers and business partners.

Our Intention

We would love to one day offer our customers the *Best Prices, Widest Choice* for **all** ferry services throughout the world giving our customers even more choice!

Why Use Ferrysavers?

As well as offering the *Best Prices, Widest Choice* of ferry companies, ports and routes, Ferrysavers offers security and reassurance for its customers. All payments are taken on a secure website using a full credit card validation mechanism.

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

We constantly add new ferry companies, ports and routes to our already impressive list and our website and its products are available in all major languages.



The Ferrysavers Logo

The full colour (CMYK) master logo without top-level domain is our preferred version and should be used wherever possible. If the top-level domain is required within the logo there are versions available. See a selection of these on page 7. Logos should always be produced using the correct colours associated with the Ferrysavers brand. See primary palette colours on page 11.

Full colour (CMYK) with outline master logo

should only be used when full colour (CMYK) master logo can't. E.g. On a dark colour background.

Monochrome versions of the master logo are for use on black and white applications only.

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Full colour (CMYK) with outline

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Full colour (CMYK)

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Monochrome on black

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Monochrome

Ferrysavers Brand Guidelines

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 's' (based on the 's' of the logo)

Master Logo Application

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

The full colour (CMYK) master logo can sit on either a white or pale colour background. The full colour (CMYK) with outline master logo can sit on a dark colour background. See colours on page 11.

Whatever background is used, it mustn't affect the master logos legibility.



Full colour (CMYK) sitting on a pale colour background



Full colour (CMYK) with outline sitting on a dark colour background

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Incorrect Master Logo Application



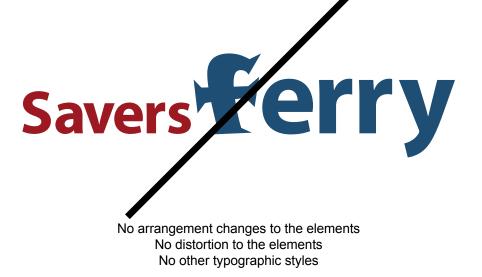
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Do not place over photographic backgrounds that interfere with the logo

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



Ferrysavers Family Logos

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

ferrysavers ferrysavers.com ferrysavers.co.uk

Typography

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

Ferrysavers Wording:

When the word 'Ferrysavers' is written it should be with uppercase 'F' and lowercase 'errysavers'.

E.g. Ferrysavers

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

Master Logo Typography

Myriad Pro is the typographic family used within the Ferrysavers master logos. Using in particular **Myriad Pro Bold** in lowercase.

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

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Master Logo

Myriad Pro Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Print Typography

Typefaces used within Ferrysavers print design use a combination of **Myriad Pro Bold**, **Arial** and **Helvetica**.

Myriad Pro Bold 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

Myriad Pro Bold 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 Ferrysavers website design use a combination of **Arial Regular**, **Arial Bold**, **PT Sans Bold** and **Open Sans Regular**. **Arial Regular** and **Arial Bold** should be used within form elements (such as in the booking engine and booking flow) and other text where required. **PT Sans Bold** is to be used within headings (H1, H2 and H3 headings) and navigation only.

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

H1 Header

PT Sans Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

H2 Header

PT Sans Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

H3 Header

PT Sans 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 10

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

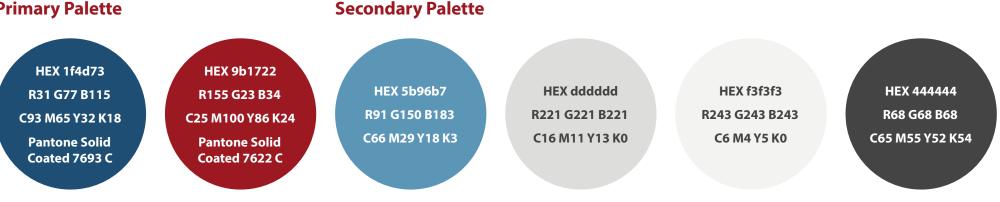
Print Use

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





Responsive Website Design

Ferrysavers 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.



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Digital Application

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



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