

**ferrysavers**

**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.

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

Full colour (CMYK) with outline master logo

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



Full colour (CMYK)



Full colour (CMYK) with outline



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 '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

### 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

## 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**

**ferrysavers**

### 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.

### Master Logo

**Myriad Pro Bold**

abcdefghijklmnopqrstuvxyz

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**

**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

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

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### H2 Header

#### PT Sans Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### H3 Header

#### PT Sans Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Body & Paragraph Tags

Open Sans Regular  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Form Elements & Other Text

Arial Regular  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Arial Bold

abcdefghijklmnopqrstuvxyz  
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 1f4d73  
R31 G77 B115  
C93 M65 Y32 K18  
Pantone Solid Coated 7693 C



HEX 9b1722  
R155 G23 B34  
C25 M100 Y86 K24  
Pantone Solid Coated 7622 C

### Secondary Palette



HEX 5b96b7  
R91 G150 B183  
C66 M29 Y18 K3



HEX dddddd  
R221 G221 B221  
C16 M11 Y13 K0



HEX f3f3f3  
R243 G243 B243  
C6 M4 Y5 K0



HEX 444444  
R68 G68 B68  
C65 M55 Y52 K54

## 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.



## Digital Application

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

The mobile app interface features the ferrysavers logo at the top. Below it is a red button that says "Search & Buy". A promotional banner shows a couple embracing with the text "Up to 4 days in France with Brittany Ferries from £39pp! Choose any England to France route." Below the banner is a section titled "Booking Your Ferry Trip" with the text "Are your assumptions about saving money on ferry crossings based on fact or fiction? We separate myth from the truth." This is followed by a paragraph about the variety of ferry companies available. At the bottom, a section titled "Finding a cheap ferry has never" is partially visible.

The desktop website interface includes a navigation bar with links like Home, Ferry Companies, Ferry Ports, Special Offers, Standard Fares, Cruise, Freight, and My Account. A search bar is located in the top right. The main content area features a search form with fields for "Outward Route" and "Return Route", "To Passengers", and "My Method of Travel". Below the form is a "Search" button. A promotional banner on the right says "Up to 4 days in France with Brittany Ferries from £39pp!". A "Sign up to receive discounts" section is also present. The "Latest Ferry Offers" section lists several deals with "Details" buttons. At the bottom, there are sections for "About Ferrysavers", "Book with Confidence", and "Share This" with social media icons. Payment logos for Visa, Mastercard, and PayPal are shown at the very bottom.