




Brand guidelines



Dream the sky.  
Make it yours.



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Please note this is an interactive (so clickable) guideline.

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# Visual identity

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# Visual identity

## Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.



## Architecture

The logo is a graphic comprised of the **wordmark (logotype) and figurative mark (symbol)**.

The lettering is created using the Netto typeface, and the three dreaming bubbles are inseparable.

**The logo should be always produced from the master artwork.**

Use the complete logo. The only time you should use the symbol alone is on the eDreams website or social media channels where there are other elements to help the user recognise the brand.

The logo can also be accompanied by a slogan.





## Vertical version

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the eDreams logo.

**You should avoid using this version unless it is strictly necessary.**

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### Exclusion zone



## Legibility

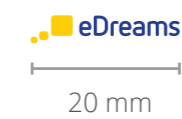
An **exclusion zone** around the logo has been created to protect its integrity and make sure the logo is easy to read.

The **height of the “e”** of the logo is taken as a guide to define the exclusion zone.

### Minimum size online



### Minimum size offline







Positive version



Negative version



## Positive & Negative

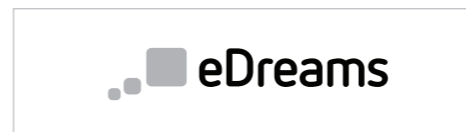
The figurative mark must remain yellow in positive and negative versions of the logo. This ensures the logo is recognisable.

**The wordmark varies between blue and white depending on its application.**

**The grayscale and the monochromatic version have been specifically designed to meet some specific printing requirements.**

They should not be used in other circumstances.

Positive grayscale version



Negative grayscale version



Positive monochromatic version



Negative monochromatic version





Move elements



Remove elements



Stretch or transform



Add elements



Change colors



Outline



Adding shadows



Change the font



## Don'ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

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### Application over plain colour

Blue background



White background



Yellow backgrounds



## Background colours

**You should always try to use the positive (main) version of the logo.** However, when the background is the same colour as an element of the logo you can use the negative version.

**Avoid using the logo on a plain yellow background.** If this cannot be avoided, use the black monochromatic version to ensure legibility.



### Application over image backgrounds

Dark background



Light background



Complex background



## Background images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds which do not contrast with the blue part of the logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.



### Opening and closing eDreams animation



Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6

## Opening and closing

A smooth animation of the eDreams logo (the bubbles and name appear at the beginning and disappear at the end).

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**Video mark on a video with starting and closing**



## Video mark

The eDreams symbol or logo is applied to the top **right-hand corner** of all videos. It can be applied in colour or in negative, depending on the video requirements.

Videos with opening and closing animations should have the **eDreams symbol** in the top left-hand corner.

Independent videos or video cuts without the opening and closing sequences need the **complete eDreams logo**. These rules are flexible in order to adapt the video to the different platforms.

**Key element on an independent video (without starting and closing)**





## Favicon and app icon

The eDreams favicon graphic is linked with the eDreams website. It is a smaller representation of the brand for the **browser** and for the **mobile interfaces**.

**Take into account that the favicon is not the brand logo and should never replace the logo.**

It can be used as **32x32px**.

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# Visual identity

## Visual elements

Elements such as the colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.





## Colour palette

### Primary colours

**eDreams Blue (Pantone 286)** is the main colour of the eDreams identity so it has the strongest presence on our brand.

### eDreams Yellow (Pantone 109)

complements the eDreams Blue colour, creating balance and making the palette more distinctive and sophisticated.

**eDreams White** balances the other colours and gives space to the elements.

### Secondary colours

These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.

**eDreams Cyan** contrasts the eDreams Blue.

**eDreams Grey** contrasts the cool corporate colours, adding warmth.

**eDreams Light blue** provides dynamism and a contemporary look.



### Pantone 286

**CMYK** C100 M75 Y0 K0  
**RGB** R0 G51 B153  
**Hex** 003399

### Pantone 109

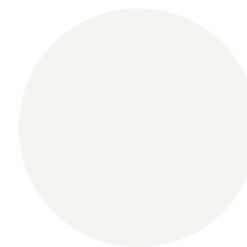
**CMYK** C0 M12 Y100 K0  
**RGB** R255 G204 B0  
**Hex** FFCC00

### White

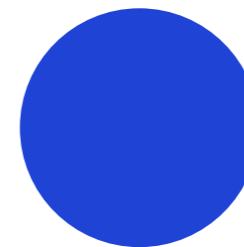
**CMYK** C0 M0 Y0 K0  
**RGB** R255 G255 B255  
**Hex** FFFFFFFF



**Pantone** 2727 U  
**CMYK** C73 M43 Y0 K0  
**RGB** R25 G140 B251  
**Hex** 198CFB



**Pantone** 9100 C  
**CMYK** C3 M2 Y4 K0  
**RGB** R45 G44 B40  
**Hex** F5F4F0



**Pantone**  
**CMYK** C88 M76 Y0 K0  
**RGB** R30 G67 B213  
**Hex** 1E43D5



**Open Sans Light**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ  
0123456789'?!"(%)#@/&<-+÷×=>\$€::,,.\*

**Open Sans Semibold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ  
0123456789'?!"(%)#@/&<-+÷×=>\$€::,,.\*

## Typography

The **Open Sans family** can be used in all weights. It solves hierarchy issues in a easy and clean way.

**Use Open Sans Light for generic content and Open Sans Semibold to highlight specific content.**

**The Heiti SC family** can also be used in all weights.

**Heiti SC Light**

あいうえおかきくけこがぎぐげごさしすせそざじずぜ  
ぞたちつてとだぢづでどなにぬねのはひふへほばびぶ  
べぼぱぴぷぺぽまみむめもやゆよらりるれろわをん



## Icons

Icons are essential graphic elements and are one of the most recognised elements of the brand.

Icons can help improve usability issues or give a message in a strong and consistent way.

There are two types of icons:

### **1. Product, ancilliary or travel icons**

All our products are identified with the icons which are used across all platforms and markets.

### **2. Functionality or interaction icons:**

Functionality icons help improve navigation, interaction or user experience.

All functionality icons should be derived from the Pictos.cc family which has been purchased for this use.

### **Product icons**



Flight



Hotel



Dynpack



Cars



# Visual identity

## Imagery

Our images inspire the audience, but also add value and further develop our brand.

Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer.



## Landscapes

Natural landscapes are a great way to persuade travellers. Use pictures of nature spectacular beaches, high mountains or beautiful horizons where possible.

When you use images of cities, choose recognisable places such as capitals or famous monuments.



## Experiences

You can also inspire travellers by demonstrating the experience through people or objects.

People must look natural or be in action, never looking at the camera. The people in the picture should also seem to have the similar inquisitiveness as the target audience.

Objects in images should be related to the specific content or message they appear alongside.





## Selection criteria

Choose neutral and natural images, with no retouching, effects, added objects or strident colours.

The images should be inspiring and clean, with few visual elements. Try to choose a picture which features the corporate colours where possible.

### Choose the best image:

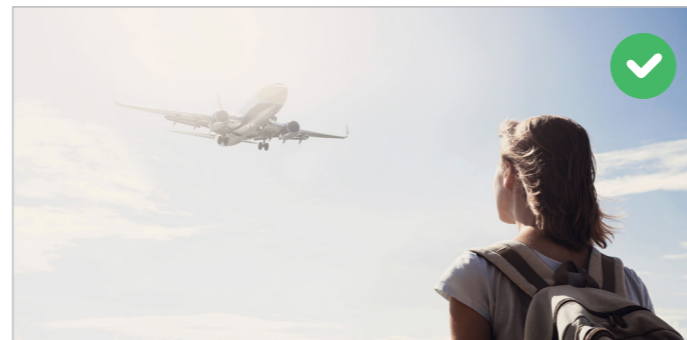
1. Does it feel natural?
2. Is it inspiring?
3. Do the actions of the people seem natural/casual?
4. Does it show less than 6 people?
5. Does it feel unique? (not a stock photo)

If you answered "yes" to all these questions, then you can use the picture.

### Choosing the best image



It does not feel natural it also seems a stock photo



More than six people. Not very inspiring.



Do you have any doubts?  
Let's talk :)

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