
Vision Brand Guide



Introduction

There are times in the evolution of every corporation that you must embrace change in order to move forward.

Optimal strategic positioning and corporate brand redesign are manifestations of our new reality. The catalyst for Vision Travel was an extensive audit of its business base in Corporate, high-end Leisure and Meeting & Incentive travel sectors, nationally.

We are confident that our strategic direction and new corporate look and feel sets us apart from the competition and inspires travellers to recommend our company to their colleagues, friends and businesses.

We are Vision Travel ... a company committed to a more personalized and responsive approach to the business of travel.

Contents

Section 1		Section 2		Section 3		Section 4	
Our Brand	4	Identity System	6	Design Application	20	Brand Support	24
Vision, Promise, Attributes, Campaign Theming	5	Logo	7	Masterbrand Applications	21		
		Logo Versions	8	Leisure Applications	22		
		Co-Branding	9	Corporate & Meetings /			
		Logo Don'ts	10	Events Applications	23		
		Clearspace / Minimum Size	11				
		Colour	12				
		Breakdowns / Percentages	13				
		Typography	14				
		Graphics	15				
		Horizons / Globes	16				
		Imagery	17				
		Leisure / Corporate Imagery	18				
		Summary	19				

Section 1:

Our Brand

The Vision brand is a combination of elements that impact the public's overall impression of our company. It is the interaction of what we say about ourselves, how we act, and what people think of us. When our brand is consistently and carefully managed, it becomes a valuable asset.

Our Brand

BRAND VISION

Vision Travel is committed to finding the right travel solution for your needs.

BRAND PROMISE

Vision Travel promises easy access to an expert travel advisor with one simple phone call – worldwide. At Vision Travel, you'll feel a half step ahead every step of the way.

BRAND ATTRIBUTES

Personable/Personal
Responsive
Passionate about travel
Efficient
Expert

CAMPAIGN THEMING

Travel designed to be more personal, not just more efficient.

Seeing Travel *Your Way*

Section 2: Identity System

What are the elements that make up our brand identity? The words you choose. The type you use. The colours, graphics, and imagery you communicate with. The way you use the Vision logo. These are key building blocks that help tell the Vision story and help shape people's perception of Vision—from business traveler or customer to partner and employee.

Logo

The Vision logo should work across all media. The style you choose depends on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created a system that includes solid colours as well as reversed logo treatments.

PRIMARY LOGO



Logo Versions

Logo Versions. The versions to the right provide a guide on how to adapt the logo to its appropriate design context however the primary logo with descriptor should be used whenever possible.

The clean version of the logo without Voyages | Travel is for use in extreme cases and not without the approval of the Vision marketing department.

The “v” icon should be reserved for social media and smallspace applications only.

Placement. The preferred way to use the Vision logo is over a white background.

PMS 485 + 3252



BLACK



REVERSE



PMS 485 + 3252



BLACK



REVERSE



PMS 485 + 3252



BLACK



REVERSE



Co-Branding

Co-Branding. In order to accommodate Vision's partners, a co-branding system has been developed to allow for the presence of both logos. The Vision logo will always appear 15% larger than the logo it appears with. A .25 pt keyline separates the two logos at the same height as the Vision logo.

PMS 485 + 3252



BLACK



REVERSE



If you need to include a Vision company in a piece of collateral that is not a partner (an acquisition), it must appear in type only as per the reference below.

PMS 485 + 3252



BLACK



REVERSE



CO-BRANDING TYPE SOLUTION

Globe Express
400 ave Sainte-Croix, #100 Ouest
Montreal, QC Canada H4N 3L4
Principal 514.748.2522 x4861
Sans frais 1.800.263.1163
visionvoyages.ca

Logo Don'ts

Alterations. Our logo is one of our most valuable assets. Never attach other unapproved nomenclature or graphics to the Vision logo.

DON'T CHANGE THE SIZE.



DON'T CHANGE THE PLACEMENT OF WORD-MARK OR DESCRIPTOR.



DON'T USE THE LOGO AT A SMALLER SIZE THAN 1".



DON'T STRETCH THE LOGO HORIZONTALLY OR VERTICALLY.



DON'T ROTATE THE LOGO.



DON'T APPLY OTHER COLOURS TO THE LOGO.



DON'T OUTLINE THE LETTERS.



DON'T ADD A DROP SHADOW TO THE LOGO.



DON'T PLACE LOGO INSIDE OF A BOX UNLESS SPECIFIED.



Clearspace & Minimum Size

Clearspace. Make sure that you observe the clear space around the logo in order to maximize visual effectiveness.

Minimum Size. To ensure legibility of the descriptor do not use the logo smaller than: 1".

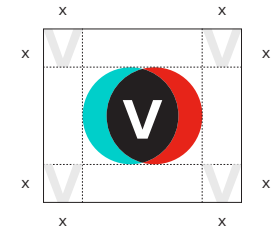
LOGO WITH DESCRIPTOR



WORDMARK



ICON



LOGO WITH DESCRIPTOR



Logo minimum size
with descriptor: 1"

WORDMARK



Logo minimum size
wordmark: 0.5"

ICON

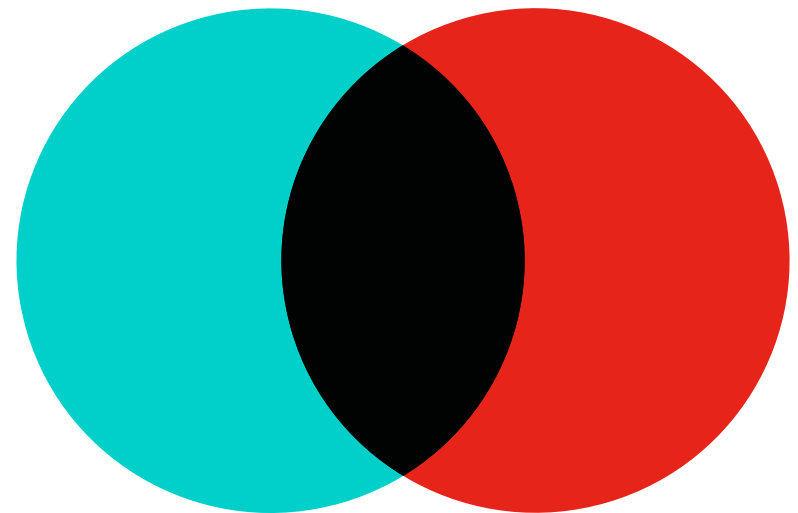


Logo minimum size
icon: 0.25"

Colour

Vision primary colours serve as a foundational palette that work universally across all of Vision. Vision Red and Vision Blue remain the core colours for the brand to be used in conjunction with the monochromatic palette.

PRIMARY COLOURS



Colour Breakdowns & Percentages

Note About Colour Distinctions.

Within the Vision brand colour can be used to distinguish between both leisure and corporate business streams. Please see the colour percentages below as well as the design applications in order to ensure proper usage.

Supplemental Colours. Supplemental colours should not be used as a dominant colour — specifically the darker tones.

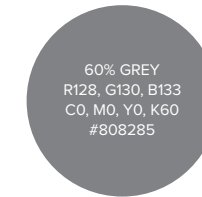
Colour Percentages. These percentages should help guide your use of colour in any creative execution and will help ensure there is a consistent look and feel at every touchpoint.

Importance of White. The use of white sets the stage for Vision's colours to pop. Balanced ratios of white space can accentuate the vibrancy of bold colours, or elevate the sophistication of the monochromatic palette.

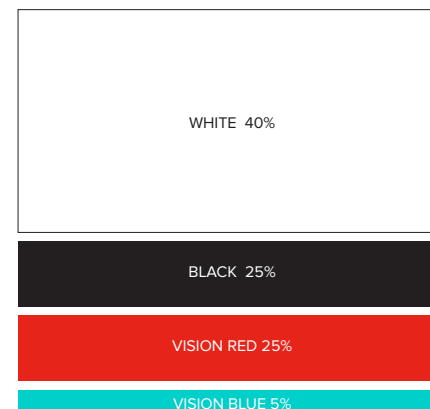
VISION PRIMARY COLOURS



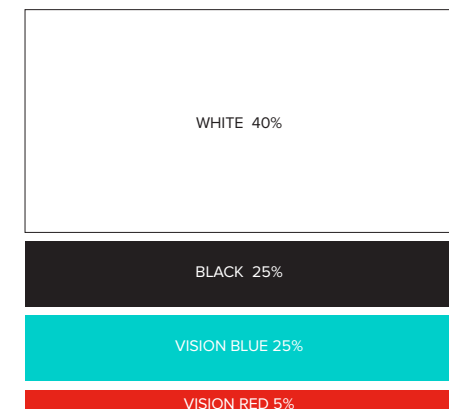
SUPPLEMENTAL COLOURS



COLOUR PERCENTAGES - CORPORATE



COLOUR PERCENTAGES - LEISURE



Typography

So you can communicate quickly and simply without distracting from your message, we've created a systematic approach to Vision typography using Proxima Nova as our primary typeface. Done right, your use of type will maintain a sense of clarity throughout your written communication.

PROXIMA NOVA

The majority of Vision's communications should be set to Proxima Nova regular with the lighter weight serving as heads, subheads or in creative typographic applications. Use the semibold weight to call out important words of information within the copy.

ARIAL

For those who do not have access to Proxima Nova, the communications should be set to Arial regular. Use the bold weight to call out important words or information within the copy.

PROXIMA NOVA LIGHT - HEADS, SUBHEADS, CREATIVE TYPOGRAPHY

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Proxima Nova is our primary font. Please use the following type styling when setting headings:

Optical Kern
Opt Tracking

Discovery

PROXIMA NOVA REGULAR/SEMIBOLD - BODY, CALL TO ACTIONS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Proxima Nova is our primary font. Please use the following type styling when setting headings:

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Optical Kern
-10pt Tracking

Aventena, vessule sceredo, se te,
condam occhuit. Forum ala remum.

Ifecus. Nihil vit.

Graphics

To give life and expression to the Vision brand, we've created a series of graphic treatments that subtly reference horizons and globes. These graphics create a simple systematic container for imagery and information. They suggest dynamism, energy, upward movement, and progress.

PRIMARY GRAPHIC TREATMENTS

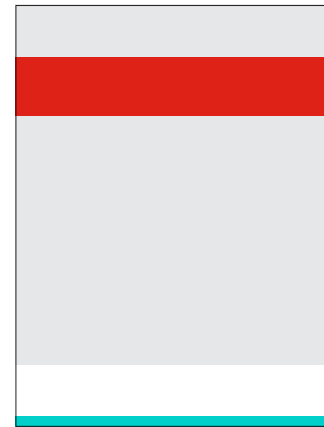
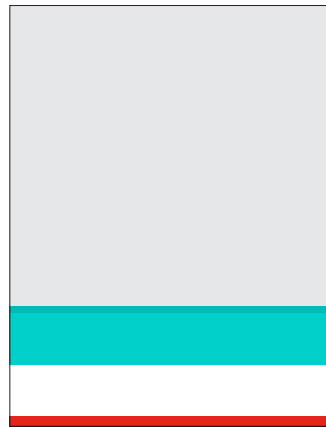


Horizons & Globes

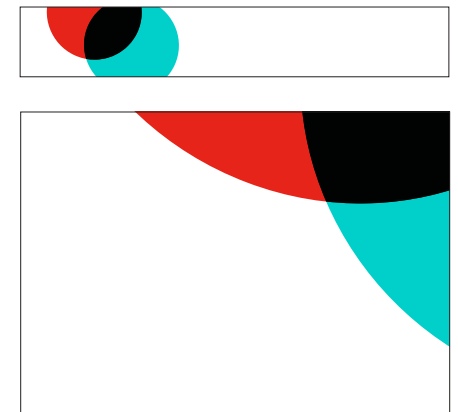
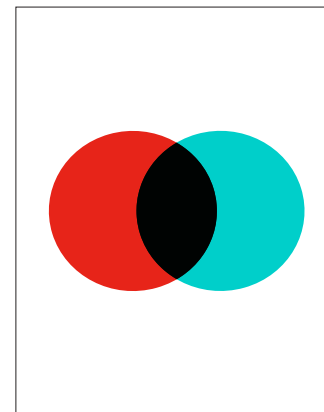
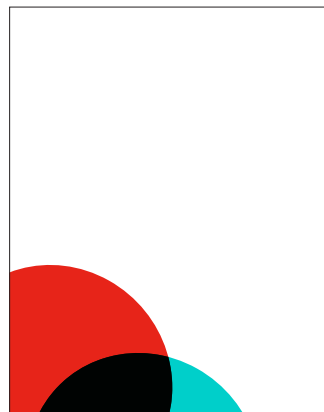
Colour. The scale and orientation of the “horizons” or “globes” can change according to layout needs, and allows for a high degree of flexibility. There are two variations of this graphic device which can denote which stream of communication we are targeting. Favouring the Vision Blue would mean leisure, and Vision Red which includes corporate & meetings/events.

Cropping. When design resources or time is limited, cropping the Globes can help to quickly achieve an expressive on-brand graphic device. Below are some examples of potential croppings in various sizes and formats.

HORIZONS



GLOBES



Imagery

At Vision we have access to an extensive image library. Our aim is to convey a photojournalistic approach to create a true sense of place, and depict personal and emotional moments in travel.

BRAND IMAGERY



Leisure & Corporate Imagery

Leisure Brand Imagery. It's that personal moment in travel — that moment of discovery, spontaneity, adventure. Angles are slightly askew and never completely horizontal. Tight or unusual cropping of subjects adds more drama to the composition. We want to amplify the use of colour as it naturally occurs in any scene, which contributes to the sense of being there in that very moment.

Corporate Brand Imagery. Those stress-free moments within corporate travel. The images are candid and participants should never looking directly into the camera. The viewer is always welcome and invited in to the scene.

LEISURE



CORPORATE & MEETINGS / EVENTS



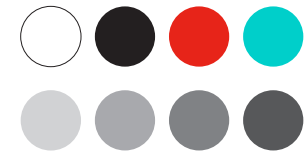
Summary

We've created building blocks for communicating Vision's Brand Identity in a unified visual system we call the Brand Palette. Comprised of core elements including logo, colour, and type as well as graphics and imagery. This wide range of tools is designed to be flexible and expandable so that it can be effective at every touchpoint. With shared design sensibility we can use each element to elevate the Vision Brand in a way that is distinctive and immediately recognizable.

LOGO



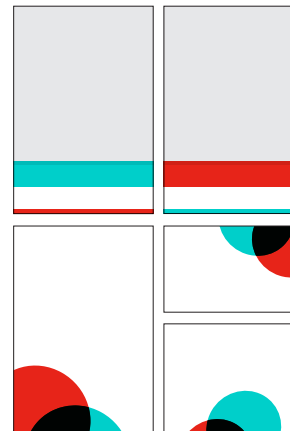
COLOUR



TYPOGRAPHY

Clean.
Delightful.
Personal.

GRAPHICS



IMAGERY



Section 3:

Design Application

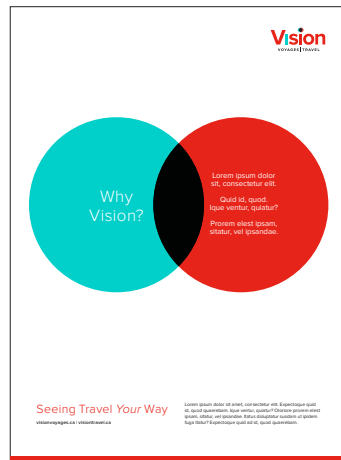
So, how do you apply these brand elements in the real world? First, know your audience. Second, stay flexible. Third, be inspired.

The following examples demonstrate the flexibility of how the Vision Brand Identity System can accommodate shifts in tone, while still maintaining brand consistency within the company and across every touchpoint.

Master Brand

Creating Master Brand Applications.
 Vision's master brand focuses on using the globe graphic treatment as its primary visual. The use of white sets the stage for Vision's colour to pop.

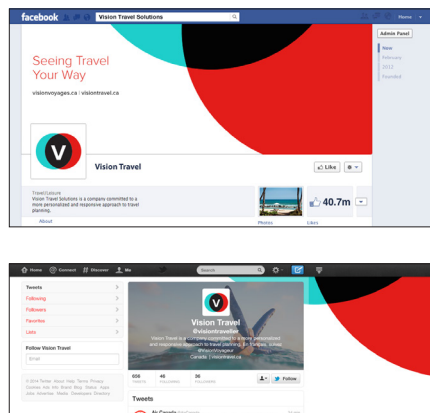
PRINT APPLICATION



CORPORATE STATIONERY



FACEBOOK USER INTERFACE



WEB APPLICATIONS



Leisure

Creating Leisure Applications.

Bringing together the elements listed in the previous section can effectively communicate Vision's leisure stream to be immediately recognizable. Favouring the Vision Blue in the use of the horizon and globe graphic and choosing imagery that depicts spontaneity, discovery and adventure will help you to execute Vision's leisure applications.

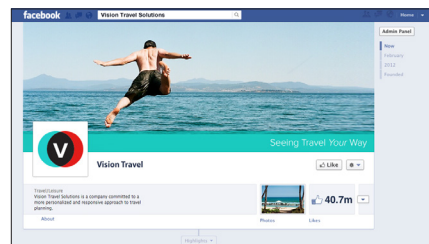
PRINT APPLICATION



PROMOTIONAL MATERIALS



FACEBOOK USER INTERFACE



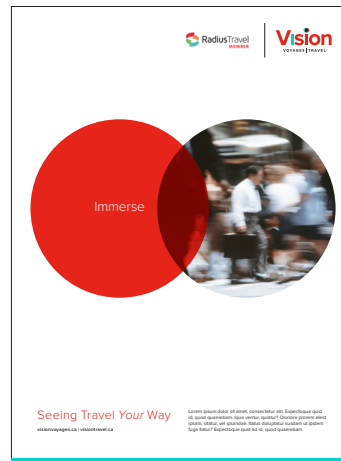
WEB APPLICATIONS



Corporate & Meetings / Events

Creating Corporate & Meeting / Events Applications. Bringing together the elements listed in the previous section can effectively communicate Vision's corporate stream to be immediately recognizable. Favouring the Vision Red in the use of the horizon and globe graphic and choosing imagery that depicts those stress-free moments during business travel will help you to execute Vision's corporate applications.

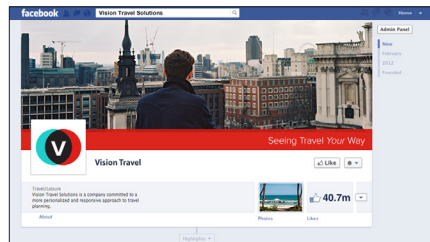
PRINT APPLICATION



PROMOTIONAL MATERIALS



FACEBOOK USER INTERFACE



WEB APPLICATIONS



Brand Support

Please contact Vision with questions or concerns. Key contacts include:

Stephen Smith
Vice President,
Marketing & Communications
stephen.smith@visiontravel.ca