

Your guide to navigating the
Pinpoint TRAVEL HEALTH brand



pinpoint
TRAVEL HEALTH

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Introduction

This guide has been developed to introduce the Pinpoint TRAVEL HEALTH brand visuals. Use it to help you, your teams and partners implement them.

We have designed the guide to be straightforward, simple and easy to use. You will find everything you need for successful, consistent and effective brand implementation all in one place, leaving you time for everything else.



This is the Pinpoint core visual identity. For more please see page 5.



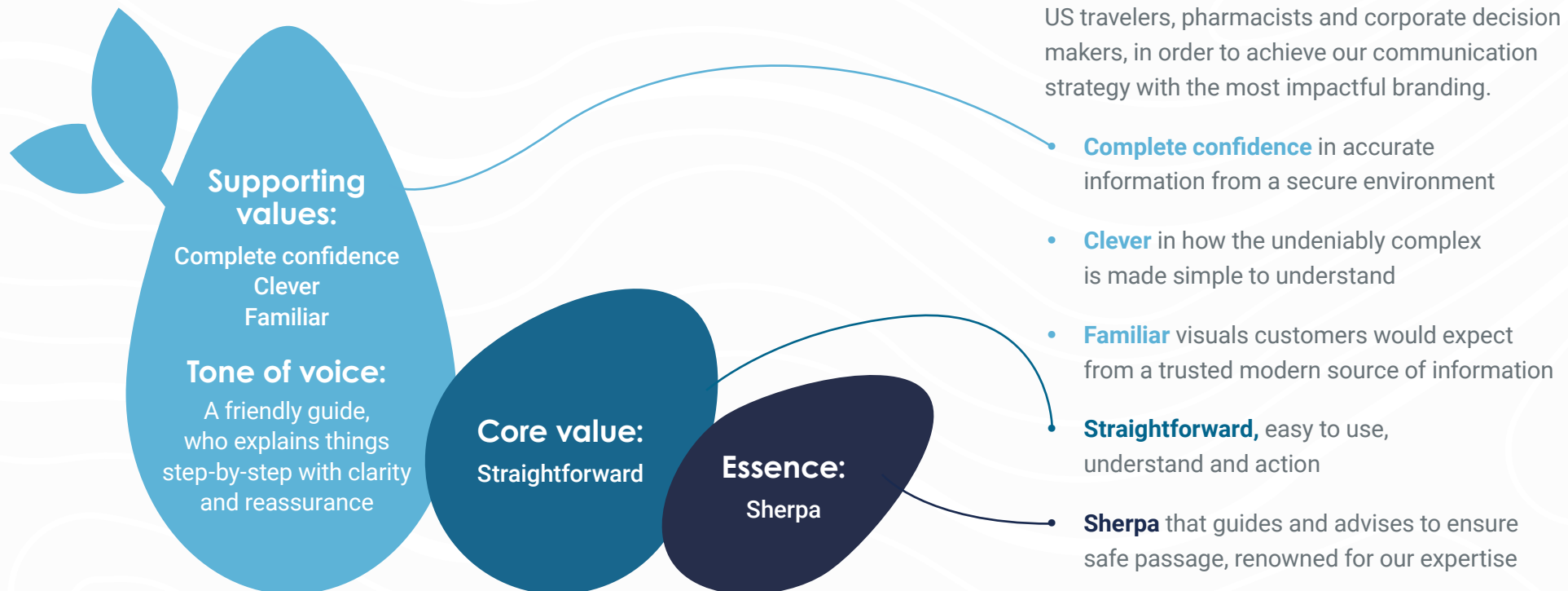
This is the core visual identity on the Pinpoint mobile site. For more please see page 8.

Communication strategy

The Pinpoint TRAVEL HEALTH brand identity has been developed to support and reinforce the Pinpoint communications strategy:

“To enable simpler and more precise travel health decisions, we need to tell anyone who needs travel health that Pinpoint is the easiest, **most visual** way to find out what travel health precautions they need to take for their (unique combination of) destination(s) and health status.”

The Pinpoint brand seed



The core visual identity

The Pinpoint logo was inspired from the iconic and recognisable symbol for a precise destination. The 'P's within the pin and its shadow represent the two 'P's in **Pinpoint**. The logo encapsulates the two most important concepts behind the Pinpoint brand; helping travelers navigate a complicated and overwhelming environment. For the first time ever, Pinpoint presents key travel health advice by destination in a clear, straightforward and **visual** way.

Avoid blending the Pinpoint logo with content by leaving a clear zone of H above, below and either side of it - see 'TRAVEL HEALTH'.



The horizontal logo and vertical logo have been designed to give you flexibility when working with different layouts.



Colour palette

Deep Ionian blue

R:26 G:42 B:79

C:100 M:87 Y:42 K:39

#1a2a4f

Warm Adriatic blue

R:3 G:101 B:140

C:100 M:44 Y:26 K:11

#03658c

Clear Caspian blue

R:93 G:178 B:215

C:75 M:1 Y:11 K:0

#5db2d7

Clean Vesuvian grey

R:105 G:115 B:120

C:61 M:41 Y:40 K:23

#697378

Plain Carraran grey

R:242 G:242 B:242

C:0 M:0 Y:0 K:7

#f2f2f2

Vertical gradient from top to bottom

Dark gradient

R:26 G:42 B:79

C:100 M:87 Y:42 K:39

#1a2a4f

R:93 G:178 B:215

C:75 M:1 Y:11 K:0

#5db2d7

Medium gradient

R:3 G:101 B:140

C:100 M:44 Y:26 K:11

#03658c

R:93 G:178 B:215

C:75 M:1 Y:11 K:0

#5db2d7

Contour background

The background has been designed to reflect contour lines found on maps.

Typography

Brand fonts

Use Roboto in all digital and print communications. If they're not available, in desktop applications such as Microsoft PowerPoint, use the universal font Verdana.

Aa

Headers - Century Gothic Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £&@?!/+(.,:;)

Aa

Display - Ingra Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £&@?!/+(.,:;)

Aa

Body - Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £&@?!/+(.,:;)

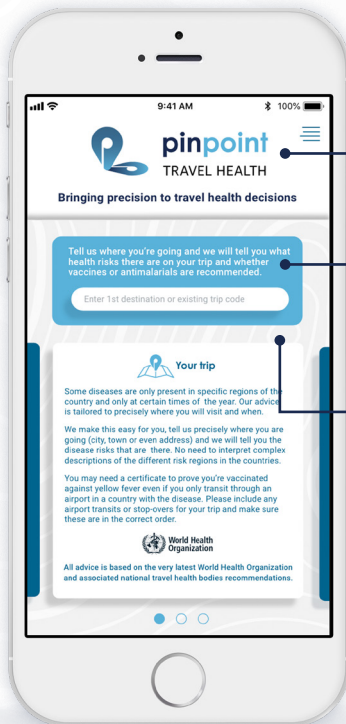
Aa

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £&@?!/+(.,:;)

Examples of identity applied

Mobile site



Desktop site



Horizontal logo

Clear Caspian blue

Contour background

Ready for take off

The Pinpoint brand has been developed to help enable simpler and more precise travel health decisions. We hope this guide will help you prepare materials that will bring everyone a step closer to enjoying safe and healthy travels.

Key contacts

If you have any questions about brand guidance, do not hesitate to contact:

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III Wise Monkeys