

BRAND BOOK

WILDWIND

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WILDWIND VISUAL IDENTITY FROM CONCEPT TO DESIGN

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RYA Training Centre

SECTION NAME

CLIENT NAME

wildwind

Wildwind Holidays, Unit 1 Mill Studio,
Ware, Herts, SG12 9PY
+44 (0)844 499 2898
info@wildwind.co.uk




IDENTITY OVERVIEW



This Brand Book was created by
Next Door Digital
www.nextdoordigital.com

Branding designed by
Prashant Bhandare
Rajesh Shewate

Special assistance
Andor Admiraal

COLOFON

This Brand Book has been created by Next Door Digital on behalf of Wildbuoys Limited at the eve of the 25th anniversary of Wildwind. The purpose is to update the branding of Wildwind to a more consistent and professional style, without losing the overall tone and meaning of the existing branding elements.

What is a Brand Book?

The objective of a Brand Book is to establish a consistent use of style elements in the communication of Wildwind. This will not only increase the recognisability of Wildwind outside of the organisation but, more importantly, allows the larger public to associate specific properties with the brand for a longer period of time. In other words, a consistent branding is a requirement for a conscious positioning of Wildwind as a brand amidst others. This Brand Book establishes the rules that together form the 'branding' of Wildwind. It contains practical guidelines to ensure consistency in the internal and external appearance of Wildwind, as well as the two sub-brands *Active Adventures* and *Free as the Wind*.

SECTION 1

IDENTITY

PREMIUM BEACH SAILING HOLIDAYS

Wildwind is the premium brand in beach sailing holidays. It is a 25 year old organisation with a well established reputation. A choice for Wildwind means a choice for quality and professionalism; the branding should reflect that.

This does not mean that Wildwind should forget where it came from: it is a sailing center by sailors, for sailors. It is the love for the sport that makes Wildwind a premium choice for sailing holidays, not an external factors or some contrived sense of luxury. So while the branding should signal professionalism, it should never forget what it is all about: the sailing experience itself.

Wildwind is a serious organisation that is serious about sailing.

WILDWIND MOODBOARD

What is a moodboard?

A moodboard is not part of the end product of a branding; it is a visual tool at the start of the design process, that aims to capture the correct sentiment that a branding should convey.

The following moodboard consist of images that together describe the Wildwind organisation in a visual way. If the moodboard is correct, a look at the moodboard should invoke the correct feeling that the Wildwind brand would like to convey to the public at large.

IDENTITY/ MOODBOARD



WHAT'S IN A NAME?

Not all branding is visual; consistent *naming* and *framing* are equally important to attach all the correct associations to the Wildwind brand.

The brand name Wildwind conveys a message of adventure; this is not a sailing holiday for the faint of heart. It is an adventurous proposition.

The product is either a *sailing holiday*, or a *beach sailing holiday*. The latter adds an element of the holiday experience that is indeed important to correctly describe Wildwind and is thus the preferred description of the product. While very serious about the sailing experience, a Wildwind holiday is truly a holiday, including the social elements that are essential to the holiday experience.

In the branding the sailing experience of Wildwind is not just about a cutting edge sailing experience - although the name certainly invokes that image - it is also about meeting people and having fun. In the choice of words and imagery both elements should always be present, but in the same hierarchy: a premium sailing experience first, a fun and social holiday second.

LOGO

FIRST POINT OF ENTRY

The Windwind logo has been around as long as Wildwind itself. The design is timeless and very suitable: clear, crisp and signaling speed. However, over the years different versions of the logo have been used: different colors, outlines and using special effects.

This Brand Book assumes a solid, Wildwind-blue logo.

The two sub-brands of Windwind – Active Adventures and Free as the Wind – have a variation on the same logo. While the main branding style of Wildwind is somewhat corporate, these two sub-brands tend to be a bit more playful and younger in their branding.

WILDWIND

IDENTITY

LOGO/BLACK AND WHITE

WILDWIND

wildwind

IDENTITY

LOGO/IMAGE COMBINATION

WILDWIND



www.gmat.nl

HOBIE

PA

IDENTITY

LOGO/WILDWIND ACTIVE ADVENTURES



WILDWIND

Active Adventures

IDENTITY

LOGO/FREE AS THE WIND



WILDWIND

Free as the wind

Never rotate the logo.



Do not use an outline of the logo



Ensure that the logo is not compressed, expanded or otherwise 're-formed'



Do not use logo with transparency



Do not change the color of the logo (not even in cases when it does look good). Use official brand colours only



Do not centre the logo; it is placed to the left or to the right



SUPPORTING ELEMENTS SAILING GRAPHICS

Apart from the logo, colours, layout style and fonts, the branding of Wildwind contains two extra supporting elements.

The first is a simplified 2D vector outline displaying the wild waters and the sports they enable. This supporting is to be used subtly and sparingly; it is an extra element that can be useful especially in larger layouts and advertisements.

As a second support element simplified 2D icons are used. These are not meant as mere illustrative elements, but they are way of conveying specific information such as section headers, warnings or other kind of information for which icons are particularly suited.

IDENTITY

SUPPORTING ELEMENTS/GUIDLINES

Use the wild water element in a less salient color or in gray. It typically covers the entire bottom width of a production.

WILDWIND

LOREM IPSUM DOLOR SIT

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The supporting element can be reduced to a single corner to further reduce its prominence.

WILDWIND

Nemo Nooitgeboren
Fantasiesingel 123, 4321 AZ Nergens
Niemandslaan

25 Feb. 12
kianthr: 123

Dear,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse tincidunt leo ante. Phasellus eget molestie dolor. Sed molestie dui nunc, nec posuere mi. Quisque volutpat tellus vitae nibh congue et ultrices sem consectetur. Nunc ultricies ullamcorper vestibulum. Cras luctus vestibulum ornare. Aliquam mollis est ac eros accumsan nec lobortis lectus elementum. Suspendisse sagittis pharetra mauris, vitae placerat risus rutrum vitae. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque bibendum pulvinar nisi, eget auctor turpis luctus nec. Mauris fermentum eleifend tortor non lobortis. Nunc nunc enim, vestibulum commodo hendrerit adipiscing, volutpat ac dui. Maecenas pulvinar sodales libero, et mollis leo cursus et. Maecenas in tincidunt lorem. Donec molestie placerat dolor sit amet aliquam.

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WildWind Holidays,
Unit 1 Mill Studio, Ware, Herts, SG12 9PY +44 (0)844 499 2898
info@wildwind.co.uk | www.wildwind.co.uk



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Book Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit



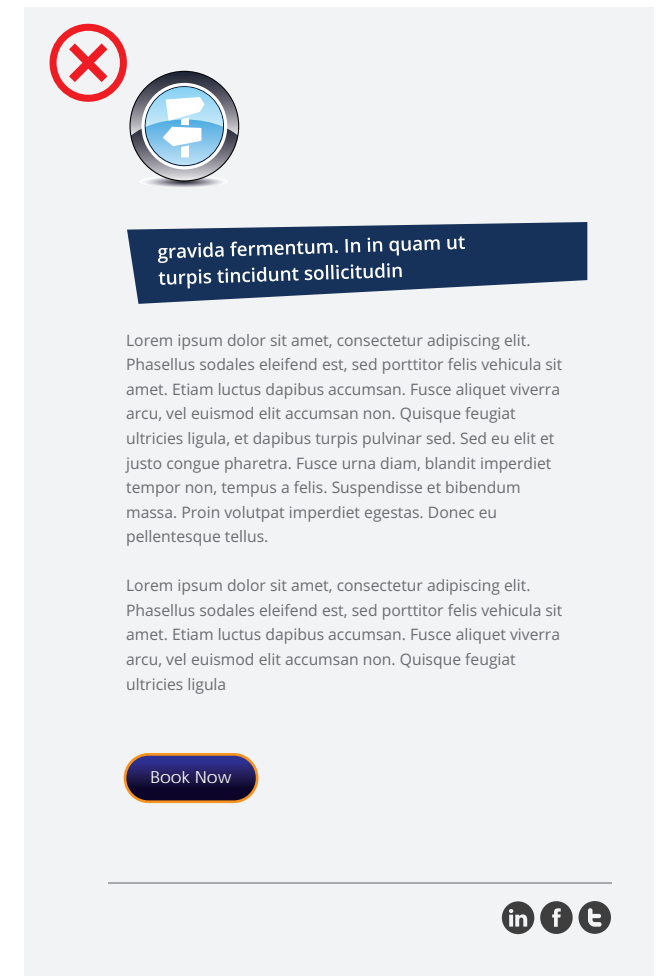
The wild water element is a background element and should never be used as a foreground element, or with especially salient colours.



The wild water element is not to be used on images (also see the guidelines for image use)



New supporting elements should not be added to any Wildwind layout, in particular 3D effects or elements should be avoided.



SECTION 2

FOUNDATION

WILDWIND

Apart from the original logos and the supporting elements, the foundation of the design style of Wildwind rests with the colours used, the fonts chosen and the type and style of imagery selected.

Together, these form the recognisable fundamentals of each design, adding consistency and a sense of professionalism to the branding. This allows the public to establish a long term emotional connection with Wildwind as a brand.

COLOUR PALETTE

A TRUE BEACH SAILING HOLIDAY

The Wildwind colours are blue and yellow. This is an obvious choice, given the importance of the water and the sun in each Wildwind holiday. These colours will dominate many action photos form an important part of the Wildwind branding. Moreover, the combination of blue and yellow is an established esthetically pleasing synthesis.

The shade of blue is a very adult one - to the point of being a corporate colour - conveying the professionalism of Wildwind.

In every design, both colours have a distinct role to play. Blue is the dominant colour and can be used on larger areas, while yellow is used as an the colour for specific accents. Due to the high salience of the selected shade of yellow and the low-salience shade of blue, the two colours keep each other in balance.

As a supporting colour in the layout, a cool shade of gray is used, contributing to a subtle elegance in the design.

PRIMARY

PANTONE 296 C

CMYK 100/46/0/70

RGB 20/87/157

HTML14579D

PANTONE COOL GRAY 1C

CMYK 0/0/0/6

RGB 239/239/240

HTML EFEFF0

SECONDARY

PANTONE YELLOW C

CMYK 0/1/100/0

RGB 255/241/0

HTML FFEF00

TYPOGRAPHY

IT'S NOT JUST WHAT YOU SAY
IT'S HOW YOU SAY IT

Typography is the art and discipline of arranging type, letters and characters in a way that readable, coherent and esthetically pleasing.

Different types of text require different fonts, but all fonts should work together and contribute to the overall sense of consistency.

Therefore, three different types of fonts have been selected that are each suited for their specific purpose (headers, body text and accents), but that also combine well together is creating a visual unison.

Technical limitations make that most print fonts are not suitable for use online. Given the importance of online communication for Wildwind, we have selected fonts that are not standard web fonts, but for which web-enabled versions are available for greater consistency.

Aa

Century Gothic
Headers

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@€&%?!

Aa

Open sans
Body Text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@€&%?!

Aa

Blackjack
Tag lines

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &%?!

A a

Century Gothic

Headers

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@€&%?!

A a

Open Sans Regular

Body text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@€&%?!

Headlines can be given emphasis by the designed separation line



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Book Now



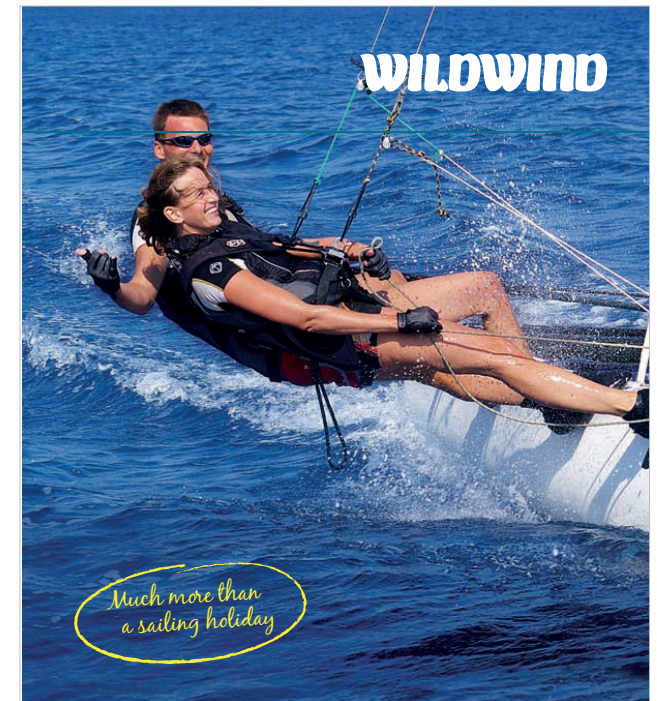
With text on photos, make sure not to overuse the yellow. Combine with white or black to create a subtle balance.



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The supporting font can be used for taglines or other accented elements that deserve emphasis. Use sparingly.



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IMAGERY

A PICTURE SAYS MORE THAN...

The colours and style of the Windwind branding are purposely subdued: it allows the imagery to take centre stage. The images contain the most direct and compelling information of what Wildwind is all about.

Images are used prominently and in large sizes, allowing the viewer to be submerged in the experience. This implies that only images of high technical and visual quality can be used, without compromise.

There are overall three types of image content: action photos (sailing), social interactions (instructions, events) and accommodation (including pools, etc). These covers the bases of a Wildwind holiday. In small designs, only a sailing picture will be used. In larger designs, sailing will typically have the most prominent position, but the other two types of photos can be used lower in the visual hierarchy.

To convey a sense of quality, only pictures can be used with enough visual quality to stand on their own. They are displayed in a direct way: collages, montages and any kind of photo effects are expressly forbidden. Photos will have enough white space around them to make them stand out in a well-designed simplicity.







Show only actual photos of Wildwind holidays



The best photos are where sailing and the social element are combined. Sailing photos with recognisable people are preferred.



Always use less 'commercial looking' images in the mix in order to convey the message that the imagery used is real.



Logo's can be removed from the picture using digital photo editing, in order not to distract from the essence of the picture.



Abstract photo-visual concepts can be used in the image mix, but they would still count towards one of the three main image concepts.



It goes without saying: accommodation photos should be made to look as attractive as possible, preferably with natural lighting.



Avoid stock photography or photos that look like stock photography



Do not show staged interaction or direct poses, with the possible exception of staff profiles and client testimonials. But even there natural action photos are preferred.



Avoid cluttered images, especially as primary photo.



Keep the main target group in mind when selecting photos.



Keep the main message in mind when selecting photos.



Do not use unrealistic looking photos or situations.



Images are always cropped straight, without any effects or borders.

[illegible]



World class windsurfing

Our unique 'Free As The Wind' option means you can switch between top class sailing and first class windsurfing whenever YOU want.

Something for all levels

Vassiliki's flat waters and light morning winds are perfect for beginners, while the stronger afternoon winds have a worldwide reputation amongst windsurfers and create the odd bump and jump chop enjoyed by freestylers.

All the kit, right next door

Many of our clients want to combine their sailing holiday with windsurfing and we are fortunate to have an excellent working relationship with Club Vassiliki, the world renowned windsurfing centre right next door to Wildwind. Club Vassiliki have a huge range of boards and rigs on the beach, rigged up and ready to go.

World class tuition

Club Vassiliki is also an RYA recognised teaching establishment (qualified to the highest level) and has instruction available 4 days a week, with excellent safety boat cover. Tuition is world-class, with pros on hand that include well known competitors on the international circuit. But if you're just after a few extra hints, the mad-keen windsurfers among the Wildwind sailing team will be happy to help!



All the kit, right next door

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www.wildwind.co.uk | Like to know more? Call us today on 0844 499 2898

Do not use image montages, border or special effects.



While text can be used directly on certain pictures, overlapping images with other design elements should be avoided (with the possible exception for elements such as buttons).



Give each image the respect it deserves: avoid collage-style pages and opt for less but larger pictures instead in order to convey a sense of value.



SECTION 3

BASE DESIGN

A KICK START TO A NEW BRANDING

The base design is the first set of materials designed in the branding style defined in this Brand Book: letterheads, business cards, invoices, advertisements and so on.

These designs are meant to demonstrate how the branding style of Wildwind can come to life in practise; they can be used as inspiration as well as reference for the design of other materials that may be required.

WILDWIND

Nemo Nooitgeboren
Fantasiesingel 123, 4321 AZ Nergens
Niemandslaan

25 Feb, 12
kiantr: 123

Dear,

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malesuada quis

WILDWIND



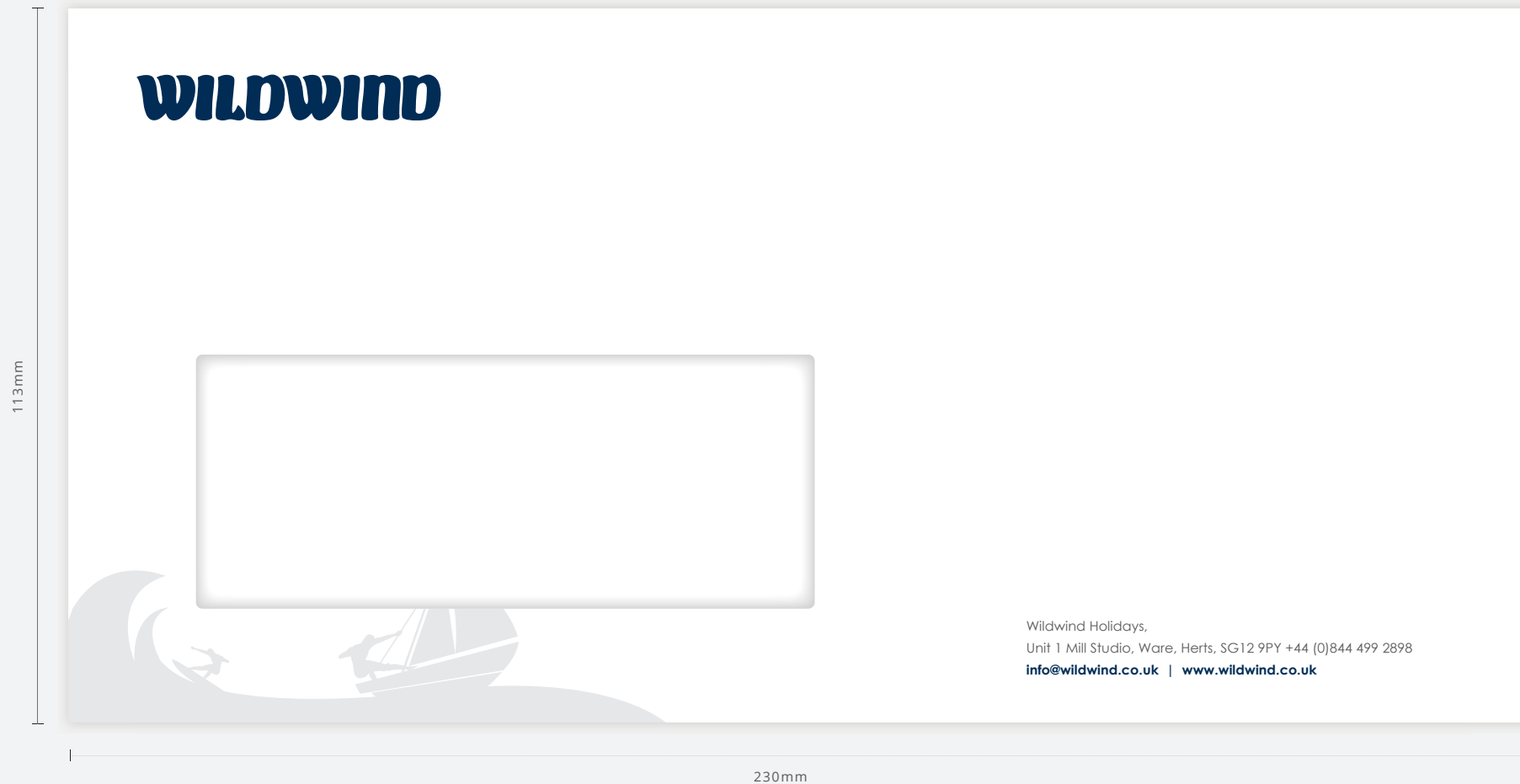
Wildwind Holidays,
Unit 1 Mill Studio, Ware, Herts, SG12 9PY +44 (0)844 499 2898
info@wildwind.co.uk | www.wildwind.co.uk

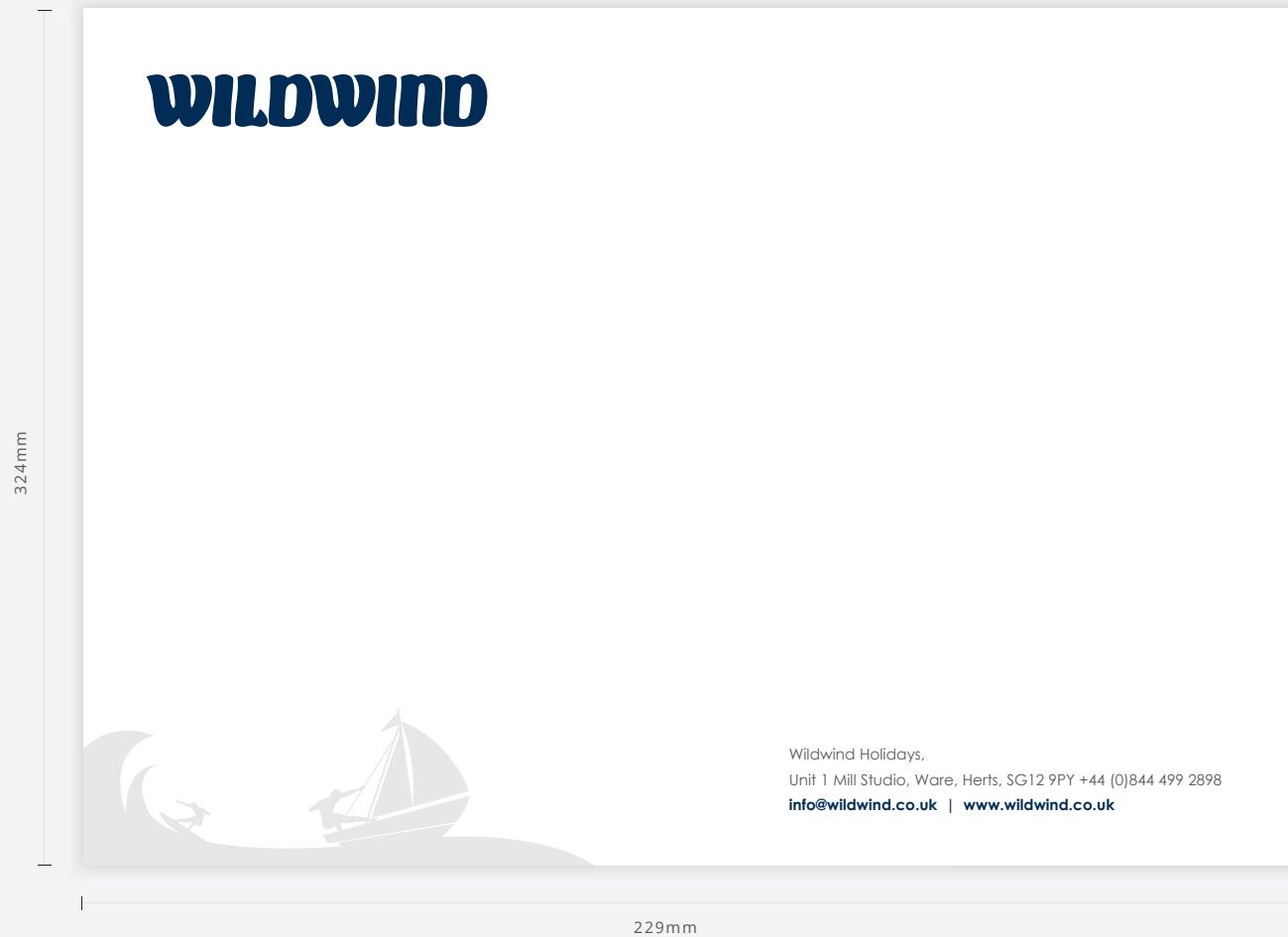
113mm

230mm

BASE DESIGN

OFFICE/DL WINDOWED ENVELOPE/E65





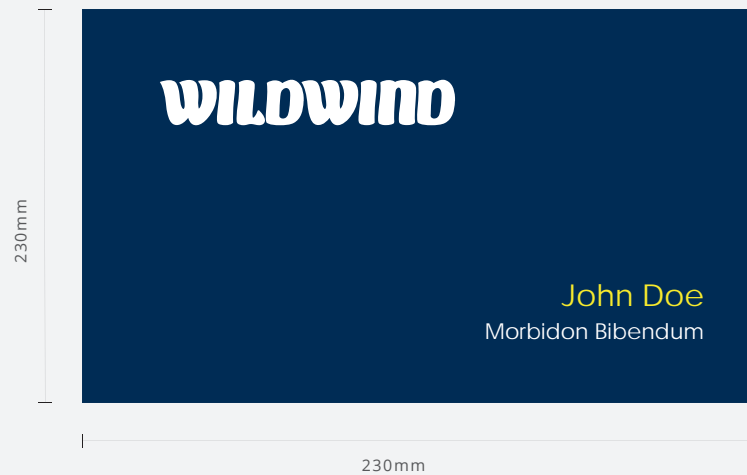
BASE DESIGN

OFFICE/C4 WINDOWED ENVELOPE



BASE DESIGN

COMMUNICATION/BUSINESS CARD





WILDWIND

Much more than
a sailing holiday

Wildwind holidays 2013

Vivamus ipsum purus

- Sed vitae egestas
- Habitasse platea dictumst.
- Neitle vitae egestas hac
- Sed vitae egestas
- Habitasse platea dictumst.
- Neitle vitae egestas hac
- Sed vitae egestas
- Habitasse platea dictumst.
- Neitle vitae egestas hac





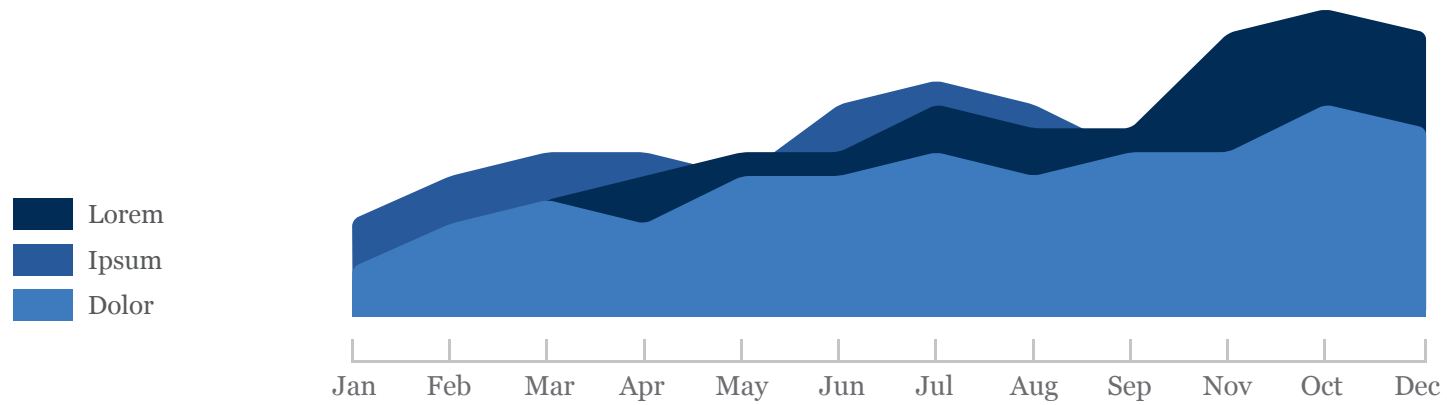
Vivamus ipsum purus vitae viverra

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WILDWIND

Vivamus purus vitae viverra

Fusce lacus leo, commodo a vehicula vel, varius eu nisl in hac habitasse platea



Vivamus purus vitae viverra

Fusce lacus leo, commodo a vehicula vel, varius eu nisl. In hac habitasse platea



The image is a screenshot of a web browser displaying an email composition interface. The browser's address bar shows "Write: (no subject)". The menu bar includes "File", "Edit", "View", "Options", "Tools", and "Help". Below the menu bar is a toolbar with buttons for "Send", "Spelling", "Attach", "Security", and "Save". The email form has a "From:" field with the value "info@wildwind.co.uk", a "To:" field with a dropdown arrow, and a "Subject:" field with the placeholder text "Lorem ipsum dolar sit amet". Below the form is a rich text editor toolbar with options like "Preformat", "Variable Width", and various text formatting icons. The main body of the email contains the Wildwind logo, a salutation "Dear John,", a paragraph of Lorem Ipsum text, a "Thanks," line, a "Regards," line, and a signature "Harfet. w. kelis". At the bottom, there is contact information for Wildwind Holidays, including the address "Unit 1 Mill Studio, Ware, Herts, SG12 9PY +44 (0)844 499 2898" and the email "info@wildwind.co.uk | www.wildwind.co.uk".

AVATAR

THE BUSINESSCARD OF SOCIAL NETWORKS

You can only make a first impression once. Ever more often, first encounters occur on social network, making the avatar of Wildwind an important element in the branding.


Avatars tend to be small and can accommodate very little detail . Usually the dimensions (the width and height ratio) are constraint as well. For this reason, the avatar for Wildwind is the most rudimentary but still recognizable version of the logo.



twitter

Search

Have an account? Sign in



Wildwind

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Aliquam lorem velit, interdum
sit amet ullamcorper in, auctor
sed turpis. www.wildwind.co.uk

Follow

79 TWEETS

132 FOLLOWING

64 FOLLOWERS

Stay in touch with Wildwind

Join Twitter today

Sign up

Tweets


Following

Followers


Favorites


Lists


Recent images





Tweets


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BASE DESIGN

COMMUNICATION/AVATAR/FACEBOOK

facebook

Search

Wildwind Home



Wildwind
276,162 likes · 5,088 talking about this

Athlete
Lorem ipsum dolor sit amet, consectetur adipiscing elit Pellentesque sodales

About

Photos

Likes

Videos

Welcome

Create a Page

Now

March

2012


2011


2010


2009


Born


Sponsored

Steal The Deal!
zovi.com

This Friday Zovi offers Cool Wallet worth 599 for just 299. Hurry, Offer Expires Today!

Summer Casuals @ Rs 799
shersingh.com

Hot days, hotter nights! Get the cool look with new Sher Singh Shirts, starting at Rs. 799

Kishor Chobhe

Learn How to Create Multiple Sources of Income
Like · 758 people like this.


Branded Glassware.

Drink in style with FabFurnish's branded glassware. Limited Stock!
29,347 people like FabFurnish.

Footwear @ Best Price
yebhi.com

Use Promocode PC233260093K to get additional 30% off on all Footwear. DON'T MISS OUT!

Post Photo / Video


Write something...


Wildwind shared a link
Wednesday




Like · Comment · Share 12


171 people like this.
View all 11 comments


**Casper Tefcke Olsen** Nice!
Wednesday at 15:44 · Like · 1


**Bissen Amager** Det bliver en stor aften !!!
Wednesday at 19:13 · Like

Recent Posts by Others on Mikkel Kessler See all

**Lone Alström**
Nulla facilisi. ut euismod neque pellentesque.
1 · 8 hours ago


**Cecilie Seebach Vind**
Nulla facilisi. ut euismod neque pellentesque.
14 hours ago


**Mia Schmidt Dyreby**
Ueismod neque pellentesque.
3 · Tuesday at 19:16


**Martin Strøm Christensen**
Nulla facilisi. ut euismod neque pellentesque.
3 · Tuesday at 17:11


More Posts

Likes

**EcoProtein**
Healthy/Beauty Like

**Team Sauerland**
Professional sports team Like

**statisten.dk**
Local business Like

**Danner**
Non-governmental organisation (NGO) Like

SECTION 4

DESIGN EXAMPLES

BRANDING COMES ALIVE

A branding comes to life only when it is being used.

The following examples demonstrate the use of the logo and other elements from this Brand Book in life like examples.

This chapter does not contain any guidelines or pitfalls; it aims to inspire by providing a context in which to create ever more materials that together build the branding of Wildwind.



DESIGN EXAMPLES
OVERVIEW





wildwind

World class windsurfing

Our unique 'Free As The Wind' option means you can switch between top class sailing and first class windsurfing whenever YOU want.

Something for all levels
Vassiliki's flat waters and light morning winds are perfect for beginners, while the stronger afternoon winds have a worldwide reputation amongst windsurfers and create the odd bump and jump chop enjoyed by freestylers.

All the kit, right next door
Many of our clients want to combine their sailing holiday with windsurfing and we are fortunate with Club Vassiliki, the world renowned windsurfing centre right next door to Wildwind. Club Vassiliki have a huge range of boards and rigs on the beach, rigged up and ready to go.

World class tuition
Club Vassiliki is also an RYA recognised teaching establishment (qualified to the highest level) and has instruction available 4 days a week, with excellent safety boat cover. Tuition is world class, with pros on hand that include well known competitors on the international circuit.

bed-to-beach set up
accommodation comprises of simple comfortable en-suite rooms in three family-run hotels, set within beautiful landscaped gardens. Located just yards from the beach and sailing centre, you're away from the water...

roll along the beach takes village, where a good Greek tavernas, cafés and enjoy the leisurely hour. This is the ideal locality and the bars will to go home!

There is easy to get through

the luxurious orange and olive groves, the perfect opportunity to explore Greece off the beaten track.

Our Healthy Options programme
The perfect alternative for non-sailing partners or simply to relax after a day on the water; our Healthy Options programme includes daily yoga and pilates classes, aerobics & fitness classes, massage and much more.

Our Active Adventures Programme
The perfect holiday for adrenaline junkies, families whose kids get bored easily or anyone who likes to 'have a go' at anything and everything - our action packed programme combines 6 different sporting activities: sailing, windsurfing, scuba-diving, kayaking, a sea-safari and mountain biking.

More than a sailing holiday

Wildwind has something for everyone. Whether you're an experienced sailor, a beginner or someone who's never sailed before, Wildwind has the perfect mix.

Something for everyone

A Wildwind holiday is equally suitable for:

- Families
- Friends
- Couples
- Singles
- Experienced sailors
- Complete novices
- Non sailors
- The young & young at heart

During school holidays, our fully supervised kids sailing programme runs 6 days a week, so you can enjoy your holiday to the full.

www.wildwind.co.uk | Like to know more? Call us today on 0844 499 2898



If you've been to Wildwind before, you won't need much incentive to come back. But if you've never visited our centre in Greece, perhaps our 25th Anniversary is the right occasion! Our anniversary offer includes free goodies and up to 25% off for groups. So get out of the cold and join us on our sunny and above all windy beach!

Look at our website www.wildwind.co.uk or call us on 0844 499 2898 for more details

May
5-12

Catamaran Race Training with World & European Champion Kostas Trigonis

May
19-26

Laser Coaching with Chris Gowers, British Olympic Head Team Coach

Wildwind Holidays, Studio One, Mill Studios, Ware, Herts SG12 9PY,
Tel +44 (0)844 499 2898 | www.wildwind.co.uk | info@wildwind.co.uk



"It's the first time I've seen Andrew since he came back and he tells me it's far and away the best sailing beach holiday he's ever had... No small accolade - he's pretty much done them all"



If you've been to Wildwind before you won't need much incentive to come back for more, but if you've never visited our centre then perhaps our 25th Anniversary Special Offers might tempt you out of the cold and onto our sunny and windy beach!

25 YEARS, 25% DISCOUNT

Book with 10 or more for May or June and receive a 25% discount! That's one place free in 4!

(Conditions apply - see website or call our office for details)

FREE STUFF FOR EVERYONE!

Book up before Jan 31st and receive a free bottle of wine waiting in your room, a free BBQ and a free Wildwind 25th Anniversary T shirt.

May
5 - 12

Catamaran Race Training with World & European Champion Kostas Trigonis

May
19 - 26

Laser Coaching with Chris Gowers, British Olympic Head Team Coach

If you're keen on a holiday with us please do call us as soon as possible on 0844 499 2898. We were full almost all of the 2012 season and our peak season holidays, ie July and August, sell out quickly.

Wildwind Holidays, Studio One, Mill Studios, Ware, Herts SG12 9PY, Tel +44 (0)844 499 2909 | www.wildwind.co.uk | info@wildwind.co.uk

DESIGN EXAMPLES

ADVERTISING/WEB BANNERS

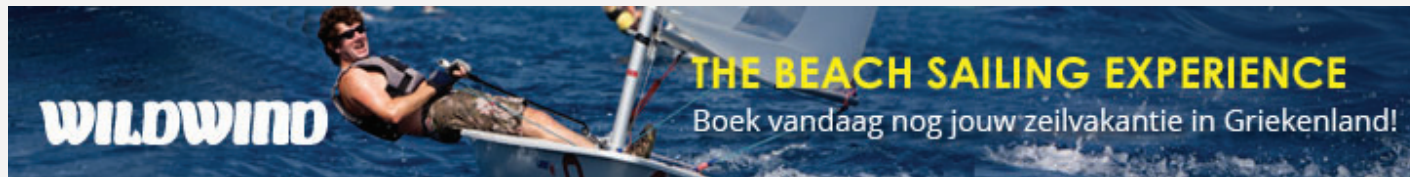
Small Square (200 x 200)



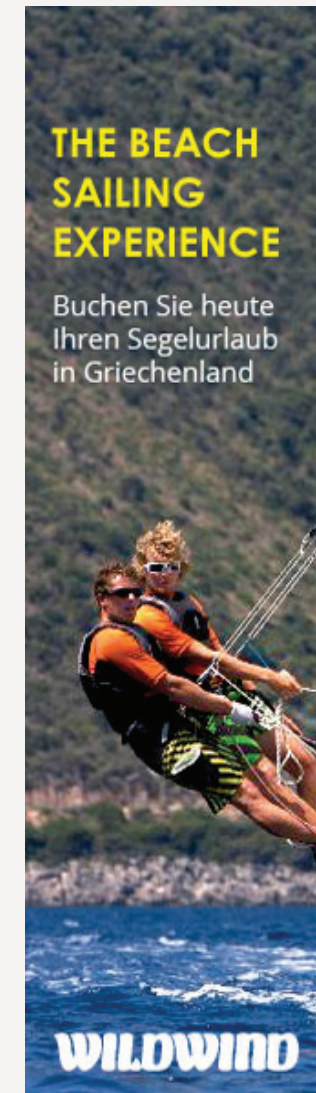
Large Rectangle (336 x 280)



Leaderboard (728 x 90)



Skyscraper (160x600)



DESIGN EXAMPLES
PARAFERNALIA





DESIGN EXAMPLES
PARAFERNALIA





DESIGN EXAMPLES
PARAFERNALIA



