

## THE BRAND

### Brand positioning: the Travelex traveller

**Travel protection specialist. Anywhere you go, we're there to protect you. High quality reassurance.**

High quality reassurance. This is value-for-money specialist protection for travellers who want the clinical security and comfort of the familiar. Travelex is the global travel bank, the solid institution you can trust wherever you see the familiar red and blue logo. By extension, Travelex Insurance offers the comfort of the familiar to less adventurous travellers who like the well-worn popular travel routes. No off-piste or lack of planning here. No road less travelled or spontaneity.

Our profile is travellers aged from 35-55 years who like solid, well known brands—they are not risk takers nor are they premium travellers. They'll go to Canada to sit on a patio overlooking Lake Louise—they're not snowboarders. They plan their trip to the last detail and while they may not take a guided tour, they are disciplined schedule makers.

### Brand attributes

Reliable. Efficient. Quality. Value. Familiar.



## LOGO REPRODUCTION STANDARDS

### Isolation area

The minimum white space to be left around the logo is equivalent to the height of the letter 'x' in the word Travelex.



### Minimum size

The logo should be reproduced at minimum sizes to ensure clarity and readability for both print and digital applications.



25mm wide for print  
125 pixels wide for digital

### Logo variations

The Travelex Insurance Services logo can be applied in the following colour variations:

- Colour logo on a white background
- Greyscale logo (symbol is 50% black)
- Black logo
- Colour logo reversed on a blue background
- Greyscale logo reversed on a black background
- White logo reversed on a black background



Colour logo on white background



Greyscale logo



Black logo



Colour logo reversed  
on blue background



Greyscale logo reversed  
on black background



White logo reversed  
on black background

## POSITIONING THE LOGO ON IMAGES

### The logo on images

The logo can be placed directly on an image where the background is clean and light enough to create adequate contrast with the logo.

- The colour logo should be applied to light backgrounds only to ensure clarity and readability. Areas of clear, light sky are recommended.
- The colour logo should only be applied to an area of the image where there is no other detail to obscure legibility.



✓ Background is clear and light and creates good contrast with the logo.



✗ Too much detail in the background makes the logo difficult to read.



# INCORRECT USE OF THE LOGO

## Don'ts – Travelex Insurance Services logo

The Travelex Insurance Services logo must be reproduced correctly using the approved logo artwork. It should never be:

- stretched horizontally or vertically
- rotated or distorted in any way
- boxed or outlined
- represented in any other colour other than those outlined in these guidelines
- positioned on colours other than those from the approved variations.
- positioned on detailed backgrounds such as illustrations or patterns.

Care should be taken when positioning the logo on images. It must be positioned on a light, clean, solid area of colour for optimal legibility.



## COLOUR PALETTE

The Travelex Insurance Services colour palette consists of two primary colours that are represented in the logo.


The primary colours are supported by two secondary colours.


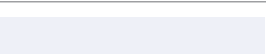
Use PMS 659 as a solid background for table heading rows or as a background for highlighted headings.

Use the 10% tint of PMS 7455 as a solid background for areas of highlighted copy, or to create a contrasting row for table subheadings.

Supporting colours are used only for charts or diagrams where colour variation is required. These colours can also be used in some digital applications.

Maintaining control over colour is very important for consistent colour accuracy. In every instance, ensure that specifications for production match these guidelines.

PRIMARY COLOURS	Spot colour	Full colour process (CMYK)	Digital (RGB)	Hexidecimal
	PMS 7455	C85 M70 Y0 K0	R59 G92 B173	#3b5cad
	PMS 165	C0 M74 Y94 K0	R255 G103 B27	#ff671b

SECONDARY COLOURS	Spot colour	Full colour process (CMYK)	Digital (RGB)	Hexidecimal
	PMS659	C51 M28 Y0 K0	R124 G163 B220	#7ba3dc
	10% PMS 7455	C5 M5 Y0 K0	R237 G237 B247	#ededf7

# TYPOGRAPHY

Brandon Text is the corporate typeface.

The Brandon Text type family is a modern, sans serif typeface based on geometric forms that provide clear legibility in both print and digital applications.

Wherever possible, body copy should be typeset in 9pt Brandon Text Regular with 11.5pt leading.

Is it acceptable to substitute Brandon Text with Arial when using Microsoft Office templates (Word, Excel or PowerPoint).

Brandon Text Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Brandon Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Brandon Text Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Brandon Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Brandon Text Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Example of Brandon Text in use:

## HEADLINE

### Heading 1

#### HEADING 2

In finibus egestas nulla quis dictum. Curabitur quis tortor luctus, convallis erat ac, luctus erat. Integer luctus augue elit, nec vehicula nunc rutrum sit amet. Proin dictum turpis sed quam euismod, in luctus odio viverra. Aliquam venenatis felis eu ligula vestibulum facilisis. Aenean eget ultrices diam, quis vulputate augue. Proin non sapien ante. Nulla facilisi. Pellentesque dignissim nibh ac libero tempor feugiat. Vestibulum in vulputate elit. Suspendisse vulputate quis mi et efficitur. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Donec quis placerat leo. Mauris facilisis tempor accumsan. Mauris a lacus turpis.

#### Subheading

Vivamus congue luctus ex, ut facilisis neque sollicitudin tincidunt. Vivamus molestie a diam vel posuere.

#### HIGHLIGHTED BENEFIT HEADING

# IMAGES

## Anywhere you go, we're there to protect you.

This is the message our images need to communicate. Travelex Insurance Services gives customers reassurance so they can travel with confidence and enjoy their experience.

Images should feature destinations that travellers would associate with safe travel. Travellers are receiving quality protection from a specialist service so they look relaxed and are engaged with their environment.

Travellers should not be participating in high-risk activities, or be in remote or dangerous locations.

Image themes and concepts that communicate the brand include:

- Protected
- Trusted
- Reliable
- Efficient
- Confidence
- Safe
- Secure
- Quality

Images should portray real people in real situations, and not appear staged or contrived. They should capture a moment in time and reflect a warmth and sensitivity.

People should feature natural facial expressions and body language. They do not need to be smiling and laughing, and need to look authentic within the experience and their environment.

People should not be looking directly at the camera.

Images should be rich in colour, depth and contrast. They should be free from photographic treatments such as motion blurring and specific colour effects that degrade the true qualities and authenticity of the captured image.

