

BRAND GUIDELINES

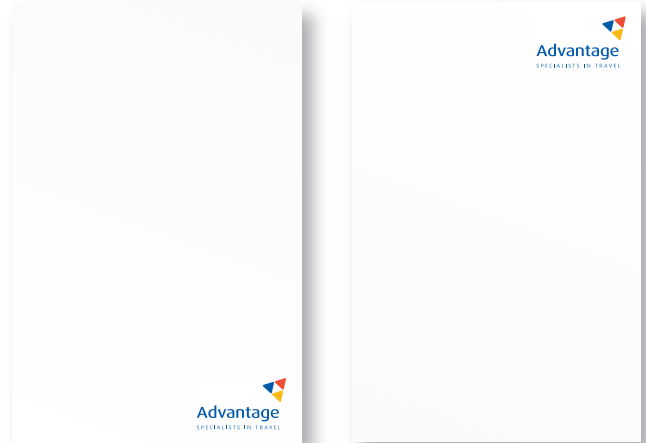


Exclusion Zone

It is important to make sure the brandmark is clearly reproduced and prominent. For this reason a minimum clear space area has been created around the brandmark within which no other text or graphics should appear. The minimum clear space around each mark is defined by the equivalent height of the "A" in Advantage. The proportions of the Advantage brandmark should never be altered in any way.

Position of Brandmark

For all items of print eg. leaflets, mailers, advertising etc. the Advantage brandmark should be positioned in the top or bottom right corner of the page. On inside pages it should ideally be placed in the bottom right corner position.



Brandmark on coloured backgrounds

The brandmark can only be used on a white background or one of the primary colours contained within the brandmark itself.



Use of Brandmark on photographic backgrounds

The Advantage brandmark should not be placed directly onto a picture background unless it sits within a white or Advantage primary colour space (see notes on Exclusion Zone). Examples are below.



Incorrect



Correct



Correct



DaxWide-Light

DaxWide-Regular

DaxWide-Medium

DaxWide-Bold

DAXWIDE-EXTRABOLDCAPS

Arial

Calibri

Corporate Typefaces

The font set that should be used on all commercially printed communications is the DaxWide family.

Where DaxWide is not available eg. PowerPoint presentations and Word documents, Arial or Calibri should be used.



Primary Colour Palette

A colour palette has been introduced for use in the design and printing of literature and advertising material. Use of these colours helps to ensure the consistent appearance of all marketing communications. The colours have been specifically selected to reduce any variation across different areas of implementation.

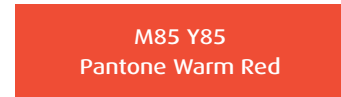
Dos and Don'ts

- The Advantage brandmark should always be used as supplied, in the correct colours, and should never be recreated or altered.
- Never distort the brandmark
- Never alter the relative sizes of the brandmark elements
- Never change the colours of the brandmark as supplied
- Never place the brandmark on an angle
- Never add any supplementary words or graphics to the brandmark
- The typemark should never be separated from the brandmark and used on its own.
- However it is permissible to separate the icon and use it as a graphic element
- It is also permissible to crop the icon if necessary

Advantage Marketing Approval

All use of any of the Advantage brandmarks **MUST** be supplied to Advantage Marketing for approval before the item is sent to print or used online. All logos can be provided in either jpg or eps versions via email or on a CD.

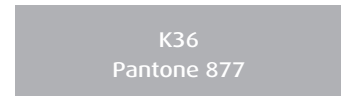
**Contact Advantage Marketing on: 020 7324 3934
or email: marketing@advantagegetravelcentres.com**



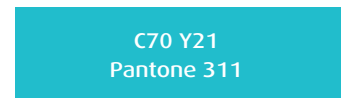
Business, Focus and Corporate Hotels Only



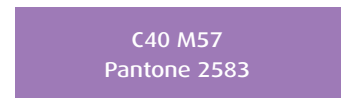
Luxury Specialist Only



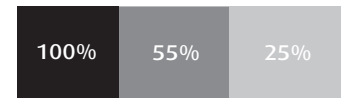
Cruise Specialist Only



Winter Sports Specialist Only



Tints of black mono printing



All Advantage Brandmarks

Only to be used by members of respective specialist groups or with Advantage Central Office permission.

