



PETERPANS

A D V E N T U R E T R A V E L

BRAND GUIDELINES

April 2016 Version

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PURPOSE

What are these guidelines for?

To help us ensure the way we present Peterpans is always:
All marketing materials produced must look as if they
come from the world's leading travel brand.

CONSISTENT

Wherever people come in contact with Peterpans, we
want to convey a clear and coherent impression.

DISTINCTIVELY PETERPANS

For maximum impact, our communications should convey
what makes Peterpans unique.

01

OUR BRAND

Following research and discussions at the Brand Discovery Workshop these are the values and personality traits that will underpin the Peterpans Adventure Travel brand moving forward in its new direction.

1.1 BRAND LANGUAGE

VISION

To be known as the leader in youth travel, providing affordable packages to adventure-craving travellers.

BRAND VALUES

FUN

Our brand embodies fun. This starts from the first interaction with the brand and ends with a lifetime memory when the adventure is complete. Our team is passionate about changing people's lives with fun.

MEMORABLE

We create lifelong memories for our customers. Customers should leave us with a memory of great service from start to finish.

KNOWLEDGE WHERE IT COUNTS

We're in tune with our customers' travel desires because we crave the same. We see things from our customers' point of view and promise to deliver the best possible experience every time.

POLISHED

We leverage our size and over 20 years of operation to deliver a polished product at the best price.

1.2 TONE OF VOICE

PETERPANS ADVENTURE TRAVEL IS:

What our tone is:

- Cheeky
- Optimistic
- Youthful
- Adventurous
- Passionate
- Inquisitive
- Approachable



Our tone is NOT:

- Stale
- Authoritativ
- e Complex
- Vague
- Grown up
- Firm



02

LOGO



2.1 THE LOGO

.....

The Peterpans logo is a clear definition of our brand and should never be harmed or mistreated in anyway.

.....

2.2 VARIATIONS

Primary Version

The two primary versions of the Peterpans logos are to be used for all print and digital collateral. The negative version on the far right is only to be used when the primary version becomes lost within its surroundings.

NOTE: The "PETERPANS" logo and "P" icon should only ever appear in the three different colour variations shown in the examples provided (Black, White or Yellow).

Secondary Version

The Secondary/stacked version of our logo should be used whenever the primary logo becomes illegible or looks more aesthetically pleasing with its surroundings.

NOTE: Black/Negative space can represent a solid colour or background image. So as long as there is enough contrast between the logo and surrounding space so the Peterpans can be clearly visible to read.



2.2.1 LOGO USAGE

Here are some examples of our logo variations being activated with background images with varying contrasts. Please refer to Imagery section for more examples of logo activation.

NOTE: The “PETERPANS” logo and “P” icon should only ever appear in the three different colour variations shown in the examples provided (Black, White or Yellow).



2.2.2 ICON & USAGE

The 'P' icon inherits all previous examples of logo usage. Please also take into consideration that the 'P' should be used on its own when the secondary and primary logos become too small to read eg: being used as a favicon for the website.

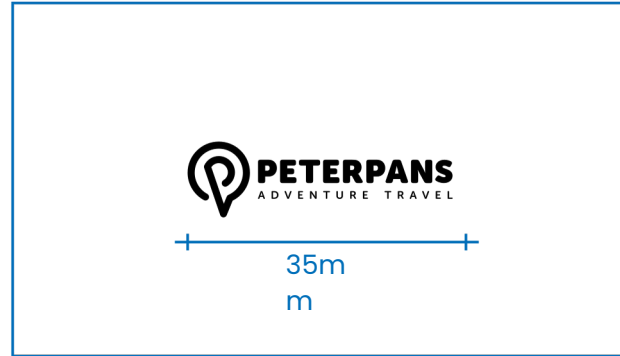


2.3 SIZING

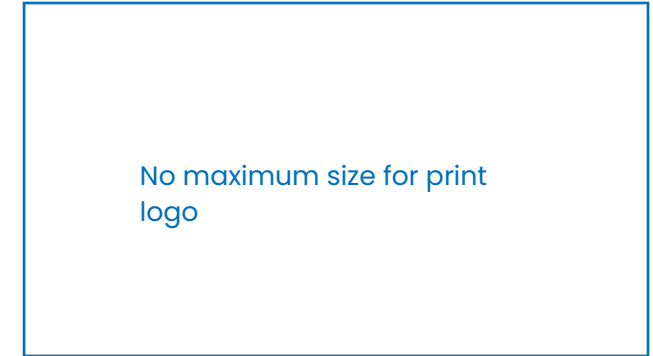
Print

Minimum print size shown on left for print collateral. There is no maximum size specified for the Peterpans logo as there are many variations for where the logo could appear eg: flyers, shop fronts, billboards etc.

Minimum width mm



Maximum width mm



Digital

Minimum screen size shown on left for screen legibility. When the Peterpans logo becomes too small you have two options:

1. Use our stacked version.
2. Replace logo with icon only.

Minimum width px



Maximum width px



2.4 EXCLUSION ZONE

Logo

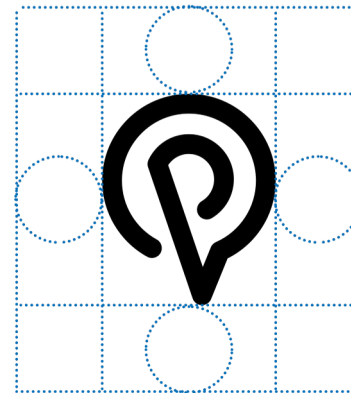
To maintain the integrity of our logo always maintain a minimum clear space around the logo.

The clear space helps minify any interference from any surrounding content.

The clear space can be defined by the P in the Peterpans title as shown in the example.

Icon

When you're using the Icon with other components, make sure you give our Icon some room to breath. The minimum size of the Icon should be 16 pixels. The clear space around the Icon has been calculated by dividing the height of the outer circle by two, which gives us the minimum width and height of clear space.



2.5 UNACCEPTABLE USE

Please for the love of god do not display the Peterpans logo as shown in the examples provided or you will be struck down by the Peterpans design guardian.



Do not reproduce in a tint or screen.



Do not alter the signature in any way, including changing the typeface or colours.



Do not add effects, including a drop shadow, bevel, or glow.



Do not distort the logo elements.



Do not change the fonts of the logo.



Do not place the logo on an angle.



Do not reproduce on a dark background, use the white version instead.



Do not place a white logo on a pale background.

02

**GENERAL
CREATIVE**

2.1 COLOUR PALETTE

Our colours is what gives us our personality, separates us from our competitors and makes us unique. This palette has a high energy factor and bringing black into the mix advances the combinations giving a dramatic contrast.

NOTE: Secondary Colours should be used sparingly in collateral and never be used as the colour for the logo, icon or tagline.

PRIMARY COLOUR

C0 M16 Y100 K0

R255 G203 B0

#FFD200

SECONDARY COLOUR

C100 M52 Y0 K0

R16 G84 B193

#1054C1

SECONDARY COLOUR

C0 M88 Y80 K0

R238 G53 B36

#F22F1C

C75 M68 Y67 K90

R0 G0 B0

#000000

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

2.2 TYPOGRAPHY

Typography is essential in communicating the Peterpans brand. About Poppins – It is a sturdy, low contrast, fairly geometrical, highly legible sans serif typeface very well suited for any display and text use.

Poppins is a purchased font from:
<https://fonts.adobe.com/fonts/poppins>

POPPINS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

POPPINS EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

POPPINS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=_

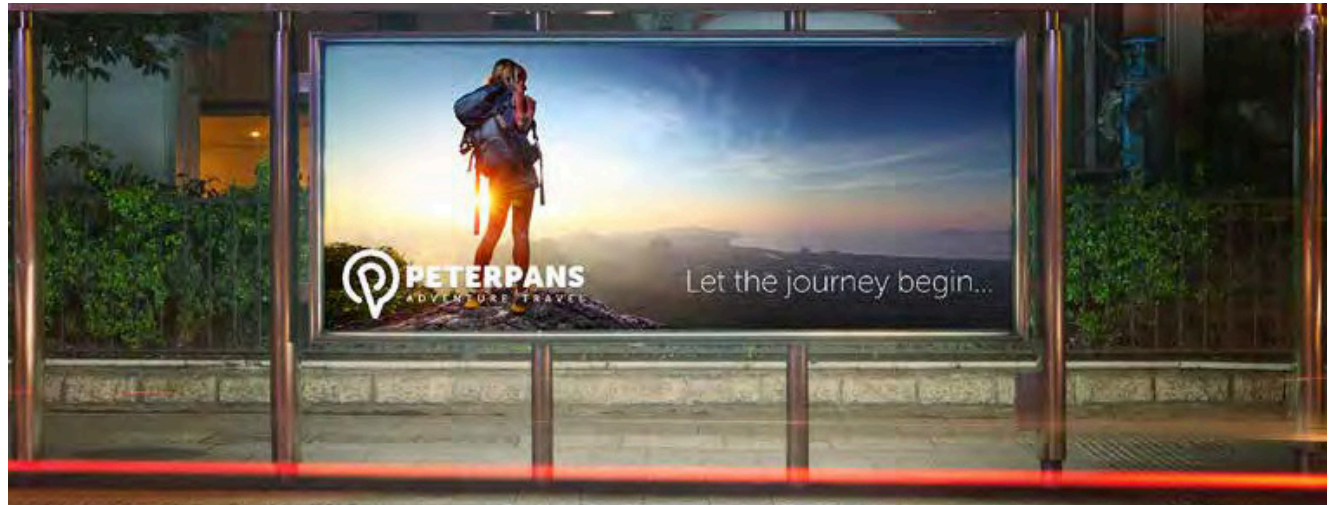
POPPINS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-

2.3 IMAGERY

Imagery used in accordance with the Peterpans logo can help communicate an emotional connection with our audiences. The examples provided serve as a guideline as to how photography and the Peterpans branding can fuse together in a harmonious manner.

When branding collateral is overlaid on top of imagery, the placement of this content is vital and should take into account the legibility and focal points of the images as shown in the provided examples.





For help with branding questions, please email
marketing in Peterpans - hello@peterpans.com.au

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