

PramaTRAVEL Branding Guidelines

Visual

- Always look for the **highest quality pictures** possible. If you've found a good picture but it is grainy/low res, reverse google image search it to see if you can find a better resolution version. If you can't, it's still best to find another picture that is good quality as low res photos make the document look less professional.
- White space is good. If the document looks too busy and full, people won't want to read it.
- Make sure you create the document set up with 'narrow' margins (page design/margins/narrow). Anything you put outside of these margins will not be printed, so make sure text/logos etc aren't cut off.
- Colours
 - o **Orange = R252 G125 B023**
 - o **Turquoise = R000 G187 B203** (looks nicer when printed, not just seen on screen).
 - o Do not use any other colours for boxes etc, as these are Prama colours so will be consistent across the board to make the documents look more uniform.
- Use **white text boxes** with 30% transparency for headings (e.g. holiday titles, holiday tag lines) which overlay pictures. This is done by right clicking on the text box, selecting 'format text box', choosing white as the fill colour then sliding the bar for transparency.



- **Boxes with rounded edges** that come off the page should be used occasionally. This can be done by inserting a shape, choosing the box with rounded edges, drawing the shape, then making the box extend past the edge of the paper, and aligning text to the side of the box on the page. You can check what this will look like when it is printed by going to the 'view' header and unchecking the box for 'scratch area'. Remember to check the box again after you've looked otherwise it's easy to lose anything you've dragged off the page.



TTA

- Every marketing document **must** use the required TTA logos. These can be found in P:\8 Prama TRAVEL\Logos
- Must have **TTA number (Q6416)** on document
- 'We are a member of the TTA; holidays are fully protected and ATOL bonded ensuring the highest quality and complete financial protection'

Fonts

- **Myriad Pro or Calibri**, but always stick to **one font per document**, do not use multiple fonts in any one document and ensure fonts are consistent across series (same font used in every version of one type of publication e.g. A5 specific holiday brochures)
- Minimum size **11** font for main text to ensure text readable.
- Minimum size **7** for *asterisk information at bottom of page.
- No more than **3** font sizes per page. Having lots of font sizes on one page looks messy to the reader.
- **No black font** unless on a heading in a transparent white box. Must be dark grey or white for all other text (depending on background).
- Changing paragraph spacing makes fitting text on a page much easier, but remember to keep spacing consistent throughout the document.
- No italics!

- If you have a lot of text in one block on a page and it's supposed to be a reader-friendly document (e.g. brochure/poster, not terms and conditions document), use bold on important phrases or words to make the text more readable. It makes a noticeable difference when printed. Don't overdo it and do every other word though!

Why book with PramaTRAVEL?

You have an incredible holiday and your money benefits your community.

Our holidays are designed to include everyone, and are all-age friendly. Your holiday is tailor made to suit your needs.

Expert tour guides ensure you get a local's experience, hand-picked hotels and activities, and excursions unique to PramaTRAVEL.

We arrange everything! From pick-up to drop-off and everything in between, you don't have to worry about a thing.

Proceeds from your holiday go towards supporting vulnerable people.

Competitive pricing – we will price match all like for like holidays!

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If in doubt, look at examples of booklets/posters etc done before and try to copy the same kind of style. Feel free to make a copy of another document and then use that as your template and just change the info/pictures (**but remember to not change the original!**).