

Voyago[™]

VOYAGO.CA

**DESIGN AND
BRAND
GUIDELINES**

**Because We Care
About Your Journey.**[™]

THE GUIDE

DESIGN AND BRAND GUIDELINES

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SECTION 0 INTRODUCTION

WELCOME & INTRODUCTION

THE COMPANY AND CORPORATE

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Voyago's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Voyago's commitment to quality, consistency and style.

The Voyago brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Voyago name and marks.

SECTION 1

CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation

01

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

Voyago's Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the Voyago name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by a combination of lower and upper case letters.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Maroon and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE



1) The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower and upper case letters in two tones of the chosen corporate colors.

LOGO DARK VERSION



3

LOGO LIGHT VERSION



4

3) The Logo Dark Version

will be used when the background color is light colored.

4) The Logo Light Version

will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Voyago Trademark Licensing if you have any questions or need further help.

SECTION 1 CORPORATE LOGO

- The Logo Introduction
- The Logo Application
- The Logo Elements
- Clearspace and computation

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

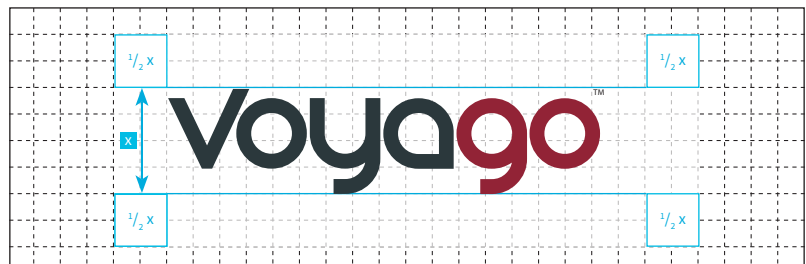
Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



APPLICATION THROUGHOUT BRAND

HEALTHCARE
Colored Version



EDUCATION
Colored Version



TRANSIT
Colored Version



CHARTER
Colored Version



SECTION 2

CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierachy

02

THE CORPORATE FONTS

THE CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Voyago communications.

We have selected MyriadPro, which helps inject energy and enthusiasm into the entire Voyago communications, as the primary corporate typefaces.

PRIMARY CORPORATE FONT

PRIMARY FONT MYRIAD PRO

MYRIAD PRO

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TYPE EXAMPLES MYRIAD PRO

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ≠ ¿ '
« Σ € ° † Ω " / ø π • ± '
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

SECTION 2 CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierachy

PRIMARY CORPORATE FONT

PRIMARY FONT
SOURCE SANS PRO

SOURCE SANS PRO

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TYPE EXAMPLES
MONTSERRAT

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç
√ ~ μ ∞ … - ≤ < > ≥ ~ > < ♦

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Voyago layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text
Voyago Typo
-
Source Sans Pro Regular

Copy Text
Voyago Typo
-
Source Sans Pro Regular

Headlines
Copytext
VOYAGO TYPO
-
Myriad Pro Regular - Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines
Sections
VOYAGO TYPO
-
Myriad Pro Bold - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Title
VOYAGO
-
Myriad Pro Bold - Capital Letters
34pt Type / 30 pt Leading

SECTION 3

CORPORATE COLOR SYSTEM

The Corporate Colors
Primary Color System
Secondary Color System

03

THE PRIMARY COLOR SYSTEM AND COLOR CODES

THE COLOR SYSTEM

Color plays an important role in the Voyago corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent

use of these colors will contribute to the cohesive and harmonious look of the Voyago brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

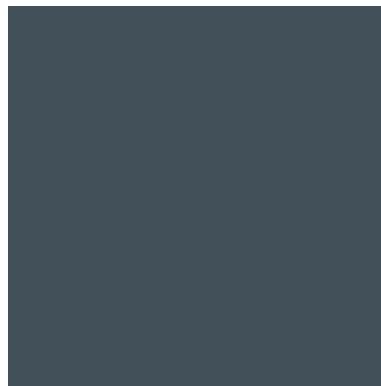
-

Explanation:

The Design.Inc Company has three official colors: Yellow, Black and Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR GREY

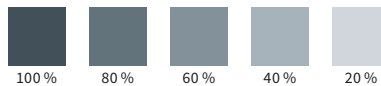
-

COLOR CODES

CMYK : C020 M000 Y005 K080

RGB : R072 G081 B086

Web : #485156



COLOR TONES



PRIMARY COLOR MAROON

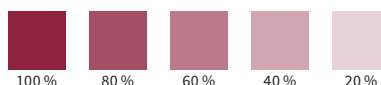
-

COLOR CODES

CMYK : C027 M094 Y064 K029

RGB : R148 G037 B055

Web : #942537



COLOR TONES

SECTION 3 CORPORATE COLOR SYSTEM

The Corporate Colors
Primary Color System
Secondary Color System

THE SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

-

Explanation:

The Secondary colors are complementary to our official colors, but are used to designate each of the additional branches of our brand (Healthcare, Education, Transit, Charter)

Usage:

Use them to accent and support the primary color palette.



Tones

COLOR CODES (HEALTHCARE)

CMYK : C073 M003 Y015 K000
RGB : R000 G179 B211
Web : #00b3d3



Tones

COLOR CODES (EDUCATION)

CMYK : C007 M066 Y084 K080
RGB : R227 G111 B052
Web : #e36f34



Tones

COLOR CODES (TRANSIT)

CMYK : C059 M004 Y047 K000
RGB : R113 G187 B157
Web : #71bb9d



Tones

COLOR CODES (CHARTER)

CMYK : C026 M0030 Y073 K010
RGB : R187 G161 B084
Web : #bba154

