VOYAGO.CA

DESIGN AND BRAND GUIDELINES

Because We Care About Your Journey.
THE GUIDE
DESIGN AND BRAND GUIDELINES

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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

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 logo symbol 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.

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:
.epsp | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of an official 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

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 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

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**

### Bold

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### Figures

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### Special Characters

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SECTION 2
CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy

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

Figures
0 1 2 3 4 5 6 7 8 9 0

Special Characters
! “ § $ % & / ( ) = ? ` ‘ ; :’
\n1 “ ¶ ¥ ¥ [ ] ] { } \# ‘‘ '\n\n5 “ Σ € © † Ω “ / Φ Π • ± ‘
\n9 “ æ ö @ Δ ° a © f θ , â ¥ ± ç
\n0 “ √ ~ µ ì ... – ≤ < > ≥ ‘” < > ◊
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.

### TYPOGRAPHY AND TEXT HIERARCHY

**CONTEXT TEXT AND INNER HEADLINES**

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<td>Source Sans Pro Regular</td>
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<tr>
<td>Copy Text</td>
<td>Voyago Typo</td>
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<tr>
<td></td>
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<tr>
<td>Headlines</td>
<td><strong>VOYAGO TYPO</strong></td>
</tr>
<tr>
<td>Copytext</td>
<td>Myriad Pro Regular - Capital Letters</td>
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<tr>
<td></td>
<td>10pt Type / 10pt Leading</td>
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</table>

**HEADLINES AND TYPOBREAKS**

<table>
<thead>
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<th>Category</th>
<th>Font Style</th>
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</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Sections</td>
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<tr>
<td>Big Headlines and Title</td>
<td><strong>VOYAGO</strong></td>
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<tr>
<td></td>
<td>Myriad Pro Bold - Capital Letters</td>
</tr>
<tr>
<td></td>
<td>34pt Type / 30 pt Leading</td>
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</tbody>
</table>
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**

100 % 80 % 60 % 40 % 20 %

---

**PRIMARY COLOR**

**MAROON**

**COLOR CODES**

- CMYK : C027 M094 Y064 K029
- RGB : R148 G037 B055
- Web : #942537

---

**COLOR TONES**

100 % 80 % 60 % 40 % 20 %
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.

COLOR CODES (HEALTHCARE)
CMYK : C073 M003 Y015 K000
RGB : R000 G179 B211
Web : #00b3d3

COLOR CODES (EDUCATION)
CMYK : C007 M066 Y084 K080
RGB : R227 G111 B052
Web : #e36f34

COLOR CODES (TRANSIT)
CMYK : C059 M004 Y047 K000
RGB : R113 G187 B157
Web : #71bb9d

COLOR CODES (CHARTER)
CMYK : C026 M0030 Y073 K010
RGB : R187 G161 B084
Web : #bba154