Putman

travel solutions

Brand Standards Guidelines

version 1.1 - 2019

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travel solutions

The Brand

Since our conception, Putman Travel Solutions has been synomous with quality and accesability for travelers worldwide. The promise to our customers and partners is an unmatched travel expirence for an afforable price.

The visual identity of Putman Travel Solutions carries the full weight of that promise and of our brand. Our logo and supplemental visuals have been specially designed to represent and reflect our company.

Therefore, it is essential that all the elements of our visual brand be handled appropriately and consistently in order to ensure our customers and partners receive the expected quality accross the planet.

This document outlines how our visuals are to be used in each application assoctiated with our brand.

Please take the time to read thoroughly.

The Logo

Our wordmark or “The Arrow” is the main visual of our company. It’s the first thing our customers see and the visual most associated with our brand.

The Arrow consists of the wordmark “Putman” with the tagline “travel solutions” running underneath. These two elements work as a single until to make up the logo.

The Arrow is available in two different versions.

Full Color

Single Color/Greyscale

The Logo - sizing & spacing

To ensure consistency, the wordmark and tagline but stay within a proper relationship with one another. Sizing measures are based on the "x" height of the wordmark.

• The tagline must be within 1/3 x below the wordmark.
•A clearance of 1/3 x from the edge of the tagline to the edge of the wordmark.
• 1/2 x clearence on all sides of the Arrow.

• When used on applications, The Arrow may be no smaller than the minimum sizing limit of 1'.

Minimum size

Spacing guide

The Logo - Dont's

Examples of improper/inappropriate applications of The Arrow.

*Please refer to the **Type** and **Colors** sections for further instructions.

Do not "squish"

*Do not recolor

Do not separate wordmark from tagline

*Do not "remake" logo

Do not change sizing/spacing

Do not add drop shadow or other effects

The Logo - Secondary Icon

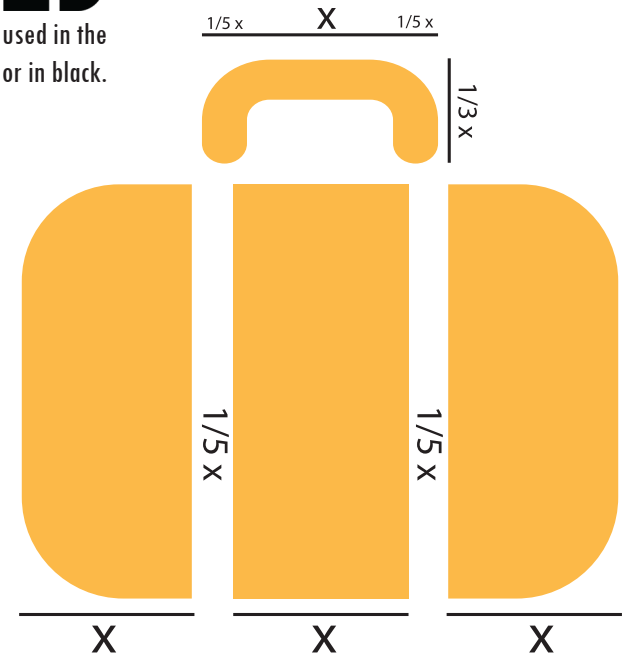
Another very important elements of our visual brand is the supplemental icon known as “The Case”.

As a supplement, The Case may be used to accent the Arrow in a vareity of applications. However it cannot stand as a replacement for the logo for any business or advertising materials.*

Listed are the sizes and proper proportions for the icon.

*Certain membership badges and exclusive items may use The Case as single icon. Contact your branch’s creative manager for details.

The Case moy only be used in the golden color or in black.



Colors

The color palette of Putman Travel Soloutions is just as essential to our brand as our logos. Our colors are specifically chosen to communicate our style and atmosphere to our customers and partners. Each color is designed to highlight a certain aspect of our brand and interct is special ways.

Our brand is expressed in a 3 color palette.

"Loyal Blue"
Pantone 548 C
RGB: R=5 G=59 B=76
CMYK: 96% 67% 50% 42%
HEX: 053b4c

The primary color for Putman, the royal deep blue give a sense of trust and loyalty.

"Tiffany Blue"
Pantone 326 C
RGB: R=0 G=181 B=170
CMYK: 75% 2% 41% 0%
HEX: 05b5a9

A calm highlight that gives a sense of friendliness and adventure. Shares the color of tropical ocean waters and blue skies.

"Golden Sands"
Pantone 1365 C
RGB: R=253 G=185 B=75
CMYK: 0% 30% 81% 0%
HEX: fdb94b

The deep golden yellow gives a spark of fun and life to the brand. Yellow for sand and sun, but also gold for premium luxury.

Colors - Interaction and Pairings

Since our colors are so important, there a specific guidelines as to how our palette is used in our logos.

The Arrow must follow these guidelines in all applications.

•The wordmark must never share the same color as the tagline.
•Pairings for the wordmark and tagline are as follows:

Golden Sands - Loyal Blue
Tiffany Blue - Golden Sands
Loyal Blue - Tiffany Blue

•If placed over a colored background, the remaing third color is used for the background color.

Typefaces

The final peice in our brand is the typefaces used in our logo and supplement material. Just as with the logo and colors, our typefaces are specially chosen to keep consistency and quality across our brand.

The logotype was based from the typeface “Sonorous”. The type was altered to create the logotype Putman currently uses. Due to this Sonorous may not be used in any application.

The tagline uses the typeface “Rounded Elegance”. This type may be used in a select few applications, but never for general type used in communication such as business letters or invoices.

Sonorous

Rounded Elegance

Typefaces - Applications

For advertisments and signage, ‘Rounded Elegance’ may be used in taglines.

For body type such a letters and innvoices, any word-prossesor standard font is permissable.*

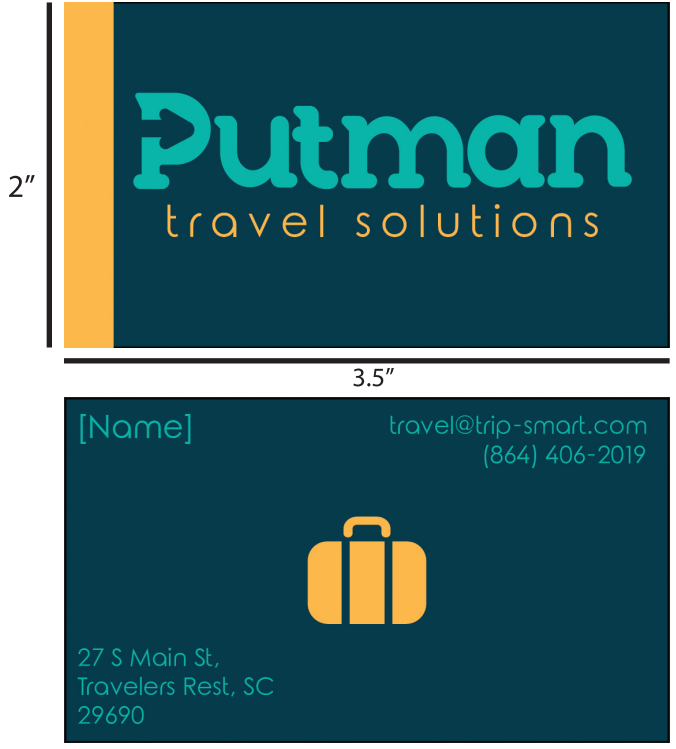
*Contact your branch’s creative manager with any concerns or questions.

Printed Material - Business Card

If your branch is producing business cards for your staff, please follow the specifications for sizing and color. It is important to maintain consistency across all branches.

Cards must be printed 2x3.5. For color, the background must be darkblue with the cooresponding logo colors and a single stripe of gold on the lefthand side.

The back of the card must include the case icon, contact info, address of the branch and a person name if needed.



Printed Material - Letterhead

All official letterheads for customer communication should include the logo in the top lefthand corner with the case icon the bottom right corner.

Body type must be left to justify with last line in left alignment. Type should be between 12pt-14pt size.

Please include generous margins and a single dark blue band along the lefthand side.

Printed Material - Envelope

Envelopes must include the main logotype and the return address.

All communications must use envelopes with window.

Signage

Each local branch must utilize our standard outdoor signage for their building unless the offices is located within a larger complex. In such a case, wall placards must be used.

For both designs, the signs must be square using the dark blue palette. Both the logotype and the case icon must be used.

There must be a clearence of 5/x between all elements.

The sign may not be smaller than 8”x8”.