webjet.com.au

Webjet Brand Guidelines

A Unique Vision for our Worldwide Brand

The Webjet brand represents everything we stand for in the eyes of our customers, employees and stakeholders. It is therefore essential that the presentation and imagery of the brand is delivered consistently without deviation across every contact point.

This document sets out the core elements of the Webjet brand identity and provides clear guidelines for use, to be followed at all times wherever and however the brand is presented.

Brand Positioning Statement

"For all travellers who value being in control, Webjet is the brand of booking choice, that offers the broadest range of content, with the most compelling, efficient and flexible user interface"

Master logotype

Webjet logotypes are the face of the
Webjet brand and must never be adjusted,
modified or changed in any way.

The red background logo is the master
logotype and should be used in all internal
and external applications including online
and print. The master logotype always
contains the webjet URL.

Colour Palette

C 00% M 90% Y 93% K 00%

Pantone PMS red 485c

R 220 G 20 B 10 #DC140A

Logotype Variants

White background logotype

Transparent Logotype on various background

Mono logotype

Logotype variants should only be used with guidance from the marketing team. Logotype variants may be used in the case of BW print (i.e. newspaper) or other applications where flexibility in application is needed for aesthetic and design purposes.

Clear Space

To ensure the prominence and readability of the logotype a minimum clear space of 25 pixels (as illustrated) should be introduced around the logotype.

25PX

25PX

Logotype Usage

Incorrect usage of Webjet
logotypes results in
dilution of its overall
impact and
communication.

Individual discretionary
usage of Webjet logotypes
is not permitted.

Redundant Logo

These are old versions of the Webjet logo and are not to be used

Endorsement & Co-branding

Endorsement of subsidiaries

2:1 Ratio

Co-branding with partners

1:1 Ratio

The logotype can be used as an endorsement or co-branding in communications with external partners.

When the logotype appears alongside another company's logo, the logotype must have the same visual presence as the other logos and respect the clear space guidelines.

All materials that include the Webjet logotype, must be approved by Webjet's Marketing Department prior to printing, publishing or distributing.

About Webjet

Webjet is Australia and New Zealand's largest online travel agency.

Leading the way in online travel tools and technology, Webjet enables

customers to easily search and book the best domestic and international

travel flight deals, travel insurance, car hire and hotel accommodation

worldwide.

Corporate Typeface

Webjet websites use [Roboto font](), default size 13px with 3 different styles: normal(400), medium(500) & **bold(700)**.

Contact

If the information or guidance you require is not available or unclear in this style guide, please contact the Webjet Marketing Department for further consultation.

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