

Branding Guidelines



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About

We are entering a new and exciting phase, from humble roots taking intrepid travellers budget-style to Stonehenge, we now enjoy the privilege of taking tens of thousands of customers to over 16 exciting locations around the world on all sorts of budgets.

One thing remains: our commitment to authentic cultural experiences in the very heart of our destinations.

Unity

As a team, we have always been more like a close family than colleagues, bound by out passion for travel and a professional work.

We pride ourselves on having the most passionate tour guides in the industry.
We know that time is precious, that travel experiences can lift us out of the everyday life and so above all, we are here to give you a brilliant and unforgettable experience!

Ulterior

WONDERS

Primary Logo

The Ulterior Wonders logo is always either blue or white. It must be legible and maintain the integrity of its form. The logo may be used in black/white if necessary, but never show our logo in any other colours without firstly getting consent from Ulterior Wonders.

Try to avoid dark backgrounds as the script font is very fragile and must keep its visual impact. We do not recommend black and white but, if there is no other option, you must have the logo black and the background white.

You should strive to use the classic blue original version of the logo whenever possible.



Sub-mark Logo

Our logo sub-mark is a less detailed version of our primary logo that can be used as a secondary mark similar to a watermark, for example on images and videos.

Please understand the sub-mark is only to be used when it is not appropriate to use our main logo. (There will be more information regarding this throughout this booklet).

This logo should also be used on social media platforms and apps, or anytime there is not enough space for our primary logo. Our sub-mark allows for a more playful way to incorporate our branding into designs.

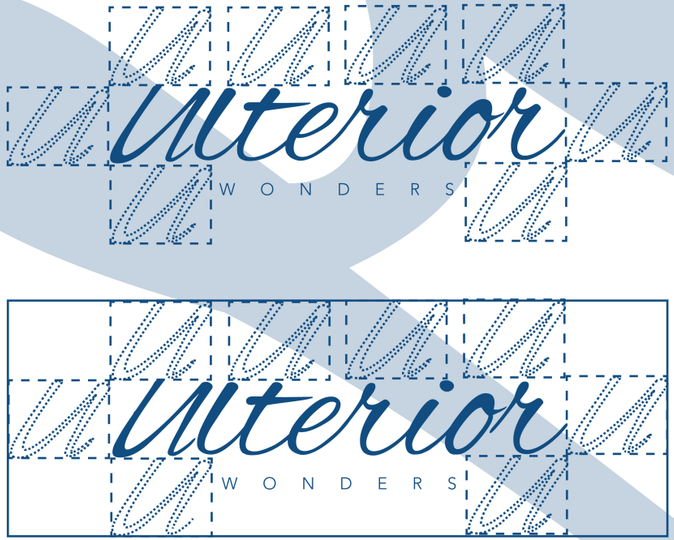
Spacing -

Spacing is necessary when it comes to the logo on all sides, regardless of where it is being placed or the size it is being placed at.

Cluttered designs will distract an audience, our logo is what connects us with our customers. If our logo is not given enough room to breathe, it could end up looking sloppy and cluttered. The logo must keep its clarity and visual impact.

This is even more important because the Ulterior Wonders logo has a rather simple design. The adjacent graphic shows the parameters that must be followed when using our logo.

It does not matter how big the logo is, whether on a billboard or an apple watch. There must always be this amount of space surrounding the logo.



Imagery -

Logo placement on images is also something that should be taken into consideration.

Our main logo is quite delicate. When placed over an image it could get lost in the background. As shown on these flowers, the sub-mark (see p6) is used instead of our main logo. This makes the design more visible and works much better on anything with a background.

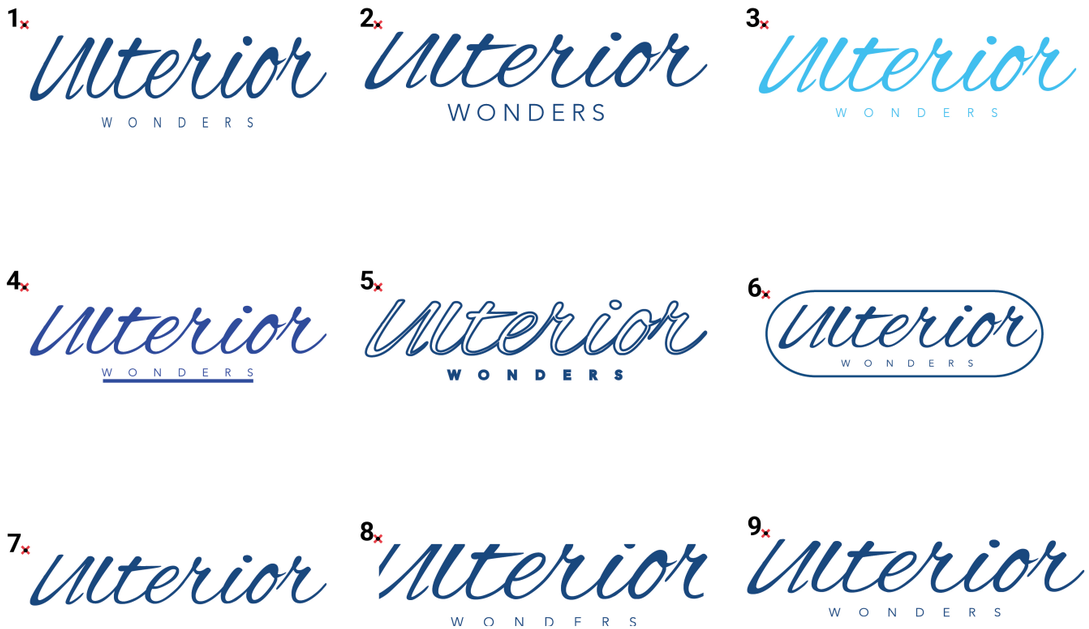
You will also notice that if the image is dark we use our white version of our sub-mark. If light we use the black version and if the image is in-between we use our classic blue.



Logo Missuses -

Consistent presentation of our logo reinforces awareness of our brand, and ensures the legal protection of our identity. Please follow the guidelines below and only use logo files sent by us.

1 —— DO NOT stretch or distort the Logo
2 —— DO NOT recreate or retype the copy
3 —— DO NOT change the Logo colour
4 —— DO NOT add elemets to the logo
5 —— DO NOT use graphic effects or outlines
6 —— DO NOT place the Logo in shapes
7 —— DO NOT separate the Logo Elements
8 —— DO NOT crop the Logo
9 —— Do NOT change the transparency



Colour Palette -

Ulterior Colour Palette

CLASSIC BLUE

15 76 129

Pantone / PMS 19-4052 TCX / Classic Blue / #0f4c81 Hex Color Code. The hexadecimal color code #0f4c81 is a medium dark shade of cyan-blue. In the RGB color model #0f4c81 is comprised of 5.88% red, 29.8% green and 50.59% blue.

A boundless blue hue, Classic Blue is evocative of the vast and infinite evening sky opening us up to a world of possibilities and destinations.

Pungent Saffron adds a flavourful brilliance to the palette -

SAFFRON

255 175 18

Pantone / PMS 14-1064 TPG / Saffron / #ffaf12 Hex Color Code. The hexadecimal color code #ffaf12 is a shade of brown. In the RGB color model #ffaf12 is comprised of 100% red, 68.63% green and 7.06% blue. In HSL - hue of 40° and 54% lightness.

A Deep Rich Black

The color rich black (fogra39) with hexadecimal color code #010203 is a very dark shade of cyan-blue. In the RGB color model #010203 is comprised of 0.39% red, 0.78% green and 1.18% blue. In the HSL color space #010203 has a hue of 210°..

RICH BLACK

1 2 3

Typefaces -

Roboto Bold

Ab Bb Cc Dd Ee
Ff Gg Hh Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Xx Yy Zz ! ?, .

Roboto Bold will mostly be used for headings and titles. Roboto Bold may also be used elsewhere, but with consideration and sparingly.

Aa

Aa

Roboto Light

Ab Bb Cc Dd Ee
Ff Gg Hh Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Xx Yy Zz ! ?, .

Roboto Light will mostly be used for body text. It may also be used as a heading or for naming destinations if the page is quite image / text heavy already.

Colour Palette -

HEX #0F4C81
CMYK 97, 70, 23, 8
RGB 17, 76, 129

Classic Blue

HEX #FFAF12
CMYK 0, 37, 91, 0
RGB 254, 175, 18

Saffron

HEX #010203
CMYK 90, 78, 62, 96
RGB 1, 2, 3

Rich Black

HEX #ffffff
CMYK 0, 0, 0, 0
RGB 255, 255, 255

White

Typefaces -

Roboto Bold

Ab Bb Cc Dd Ee
Ff Gg Hh Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Xx Yy Zz ! ?, .

Aa

Roboto Light

Ab Bb Cc Dd Ee
Ff Gg Hh Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Xx Yy Zz ! ?, .

Aa

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