

ULTERIOR ESCAPES

BRAND MANUAL

BRAND GUIDELINES

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COMPANY OVERVIEW

Uterior Escapes, showcases unique and unusual places to stay across the UK, Europe and worldwide. Tired of the difficult search for that perfect stay? We have made it our mission to find you that special place with a difference. The brand is made up of simplistic designs with bold and striking colours.

LOGO

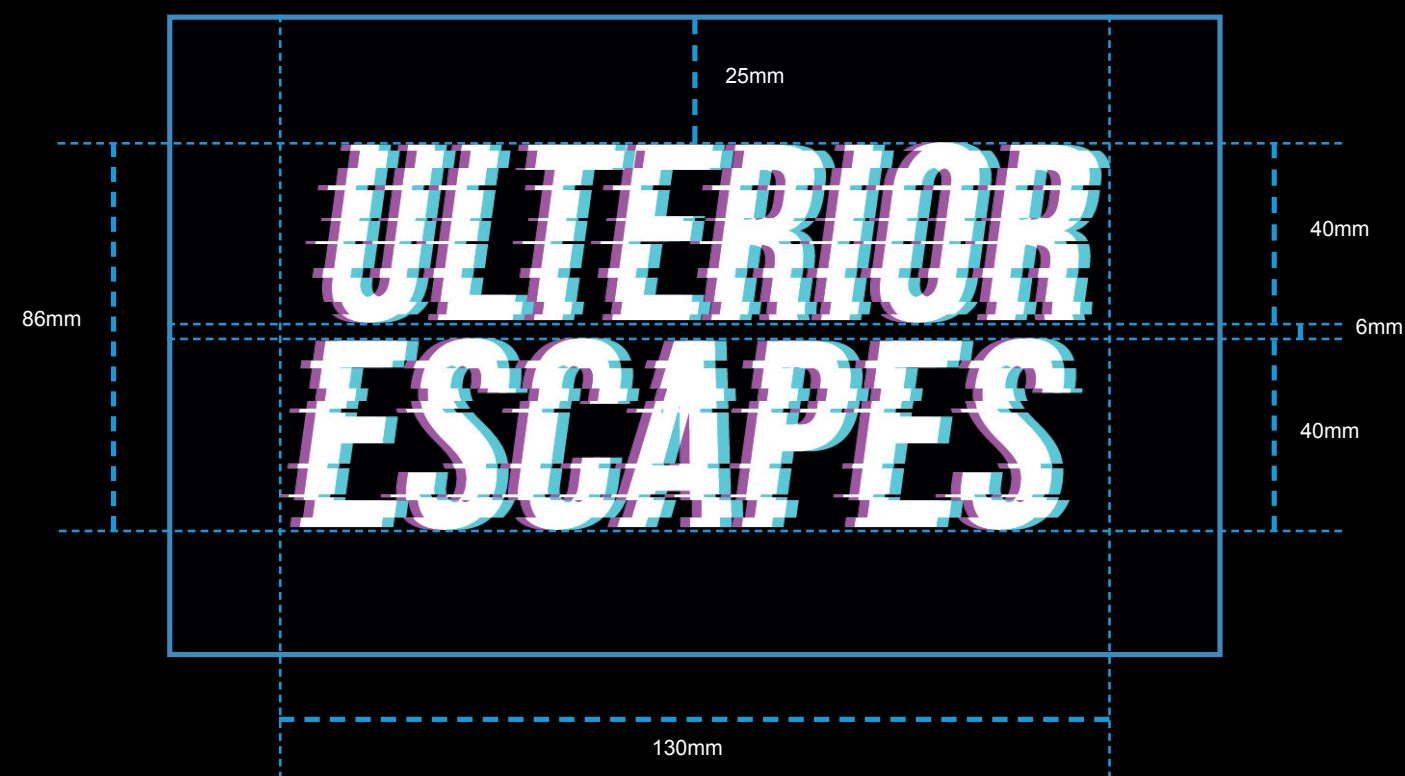
Our Ulterior Escapes logo is our visual identity. Our logo is designed to establish our style as a brand. The logo is an integral part of the brand and should be used thoughtfully and consistently at all times

Our logo should be used thoughtfully and consistently at all times. The colours usage of the logo is limited. The brand colours are vital to the uniqueness of the logo. There are two different versions of the logo to go with light and dark backgrounds. Our brand focuses on quality, do not use a low quality version of the logo.

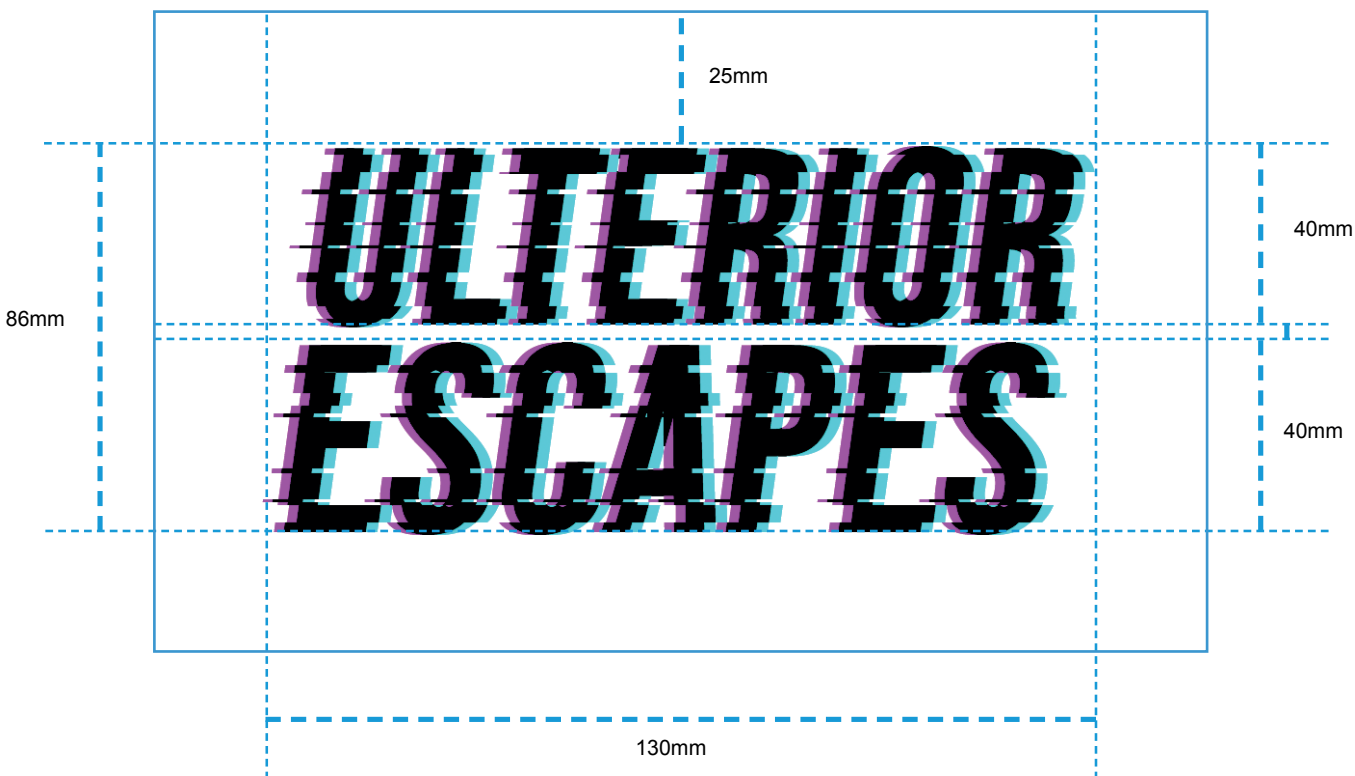


The minimum
size for the
logo is
150px/40mm

PRIMARY LOGO



SECONDARY LOGO



MISUSES OF LOGO

**ULTERIOR
ESCAPES**✗

**ULTERIOR
ESCAPES**✗

**ULTERIOR
ESCAPES**✗

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**ULTERIOR
ESCAPES**✗

TYPOGRAPHY

TYPEFACE 1

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Arial Bold

To have a consistent theme within the website I used the websafe font family Arial. For the titles and the headings I used the Arial bold to make them stand out from the rest of the text.

Size: Varies (Refer to website guidelines)

Leading: (Refer to website guidelines)

HEX: #000000 or #5696cc

TYPEFACE 2

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

Arial Regular

For the body text I used arial regular because it is an aesthetically pleasing web safe font which matched the style of my website. I used Arial regular for my body text.

Size: Varies (Refer to website guidelines)

Leading: (Refer to website guidelines)

HEX: #000000 or #5696cc

TYPEFACE 3

***Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz***

Arial Italic

For the body text I used arial headings for my subheading as it was a nice contrast against the other two fonts I am using.

Size: Varies (Refer to website guidelines)

Leading: (Refer to website guidelines)

HEX: #000000 or #5696cc

White

#ffffff

R:255
G:255
B:255

C:0%
M:0%
Y:0%
L:0%

Black

#000000

R:0
G:0
B:0

C:91%
M:79%
Y:62%
L:97%

Purple

#9b5796

R:155%
G:87%
B:150%

C:47%
M:75%
Y:8%
L:0%

Green

#80a167

R:128
G:161
B:103

C:56%
M:21%
Y:69%
L:45%

Blue

#6395c7

R:96
G:145
B:194

C:66%
M:35%
Y:8%
L:0%