

NEW YORK
WORLD

PRESTIJO.

BRAND GUIDELINES

SHAN
WAI

Intro

Prestijo is all about people, and travel. We've traveled all over the world and discovered that even though there's no place like home, traveling is like magic. It frees your soul, makes you a better person and lets you go on adventures you've never thought possible.

At Prestijo, we wanted to make travel an even better experience, more convenient, more enjoyable and much more personalised.

After traveling the world for 5 years, we've been exploring more ways to get people excited about travel, and we think we found the best combination of that.

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Brand Logo

The logo is to always be angled and when can this exact angle. A flash of colour is used on the full stop to add a sense of fun to the brand. The angle is also to add a sense of fun and the feeling of it being a sticker and layering similar to how the pins add a layer to the passports.

The black and white combination used here is the primary logo to be used when possible due to having more presence than the other option.



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Secondary Logo

This colour logo is only to be used when it is being used on the black colour of the palette. But always when possible the primary logo is to be used.

The image shows the secondary logo for the brand 'PRESTIJO'. The word 'PRESTIJO' is written in a bold, black, sans-serif font. The letter 'O' at the end of the word is replaced by a solid blue circle. The logo is presented on a white rectangular background that is tilted slightly upwards from left to right, set against a dark grey background.

PRESTIJO

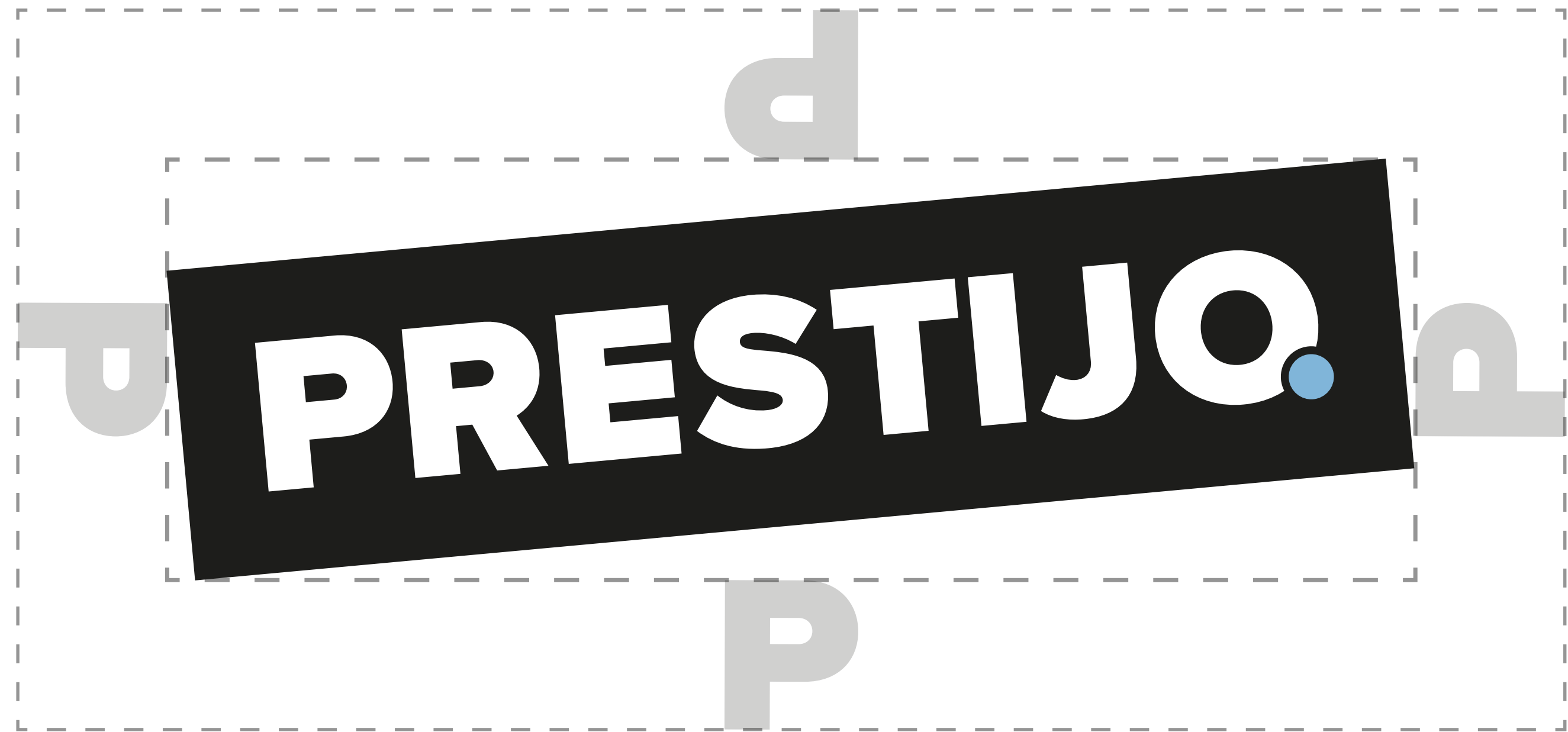
Brand Logo Usage

The logo should be placed a minimum distance from its surrounding objects.

The exclusion zone is shown by using the P X-height as a guide.

The size of the logo should be based on the general proportions shown in examples later on in this document.

However, the logo should generally not go smaller than 60mm width.



Minimum size = 60mm width

Logo Do's + Don'ts

The logo should always be used in its original form and not altered in any way, wherever possible.



✘ Don't squash or stretch



✘ Don't add space between the characters or line breaks



✘ Don't add graphic effects



✘ Don't place on busy image background



✘ Don't use a colour that isn't a brand colour



✘ Don't place on off-brand colours

Fonts

Proxima Nova font family is the typeface and used for all copy due to it feeling modern and being easy to read on screen and print.

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Bold

Proxima Nova Extra Bold

Proxima Nova Black

STAND OUT HEADER

HERADER

Proxima Nova Black (All caps)
(0 tracking)

SUB HEADER

Proxima Nova Extra Bold (All caps)
(0 tracking)

Description ipsum dolor sit amet
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut

Proxima Nova (Sentence caps)
(0 tracking)

Font Usage



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Primary Colours

C | 74%
M | 64%
Y | 59%
K | 77%

R | 35
G | 35
B | 35

#232323

C | 0%
M | 0%
Y | 0%
K | 0%

R | 255
G | 255
B | 255

#ffffff

C | 48%
M | 13%
Y | 0%
K | 0%

R | 140
G | 192
B | 203

#8cc0e9

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Secondary Colours

C | 92%
M | 73%
Y | 4%
K | 0%

R | 44
G | 78
B | 154

#2c4e9a

C | 1%
M | 76%
Y | 27%
K | 0%

R | 250
G | 154
B | 51

#ea5c81

C | 96%
M | 94%
Y | 4%
K | 0%

R | 56
G | 46
B | 134

#382e86

C | 0%
M | 48%
Y | 84%
K | 0%

R | 250
G | 154
B | 51

#fa9a33

C | 1%
M | 89%
Y | 94%
K | 0%

R | 229
G | 54
B | 26

#e5361a

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Need Help?

For further informaion please contact
the brand team.

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