



# Style Guide

External Version - July 2021

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Welcome to the updated WebBeds Brand Guide. This document provides all the information and guidance you will need to ensure our brand is presented consistently all around the world. It covers the WebBeds brand, and our specialist brands JacTravel and UmrahHolidays International (specialist brand deviations noted later in the document - all other guide principles serve them). If there is something you are unsure about, or need further guidance or assistance, our global marketing team is here to help.

A wide variety of brand resources have been created for WebBeds team members. These are available on our internal **Global Brand Resource Site**.

Here our team members will find:

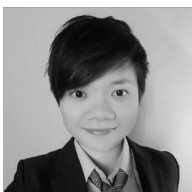
- MS Word Document Templates
- MS Word WebBeds Letterhead Templates
- MS Word Outlook Email Templates
- MS PowerPoint Templates
- Corporate Outlook Email Signature
- WebBeds Desktop Backgrounds
- Press Release Templates
- WebBeds Logo Files
- Brand Proof Points
- WebBeds.com News Post Submission Forms
- WebBeds Brand Image Library
- WebBeds Brand Guidelines

### Corporate Identity artwork.

Artwork for all of our new corporate stationery has been prepared and is available from our marketing teams, please contact them for provision of these files.

Our dedicated, experienced and friendly Global and Regional Marketing teams will be more than happy to help you with any queries you may have as we adopt WebBeds fully across our business.

Feel free to contact your regional marketing leaders, or email [marketing@webbeds.com](mailto:marketing@webbeds.com), for more information on content of this guide and to discuss any marketing support needs you may have.



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## Our Brand Platform

Our brand is more than our name and logo. It includes all the elements that communicate our personality and offering, including colour, visual devices, typography, imagery, tone and key messages.



## Logo

Our logo with the hotel bed character places people and hotels at the heart of our brand experience.

## Colours

Webjet Red. Bespoke, digitally friendly, strong, bold, recognisable & the red of our family companies.

## Visual Devices

Our creative platform is underpinned by our "curve", & supported by WebBeds iconography.

## Typography

Montserrat is our corporate & promotional typeface. We use Calibri for desktop applications.



WebBeds

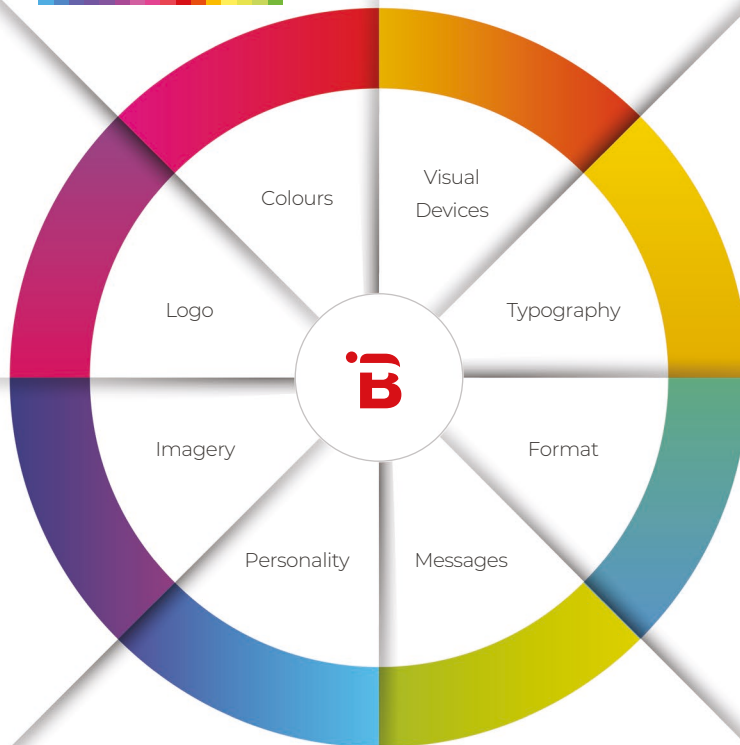
WebBeds

Montserrat.

ABCdefghi 123456

ABCdefghi 123456

ABCdefghi 123456



## We are...

- Relaxed
- Likeable
- Professional
- Trustworthy
- Passionate
- Focused

## Our tone is...

- Conversational
- Confident
- Empathetic
- Engaged

WebBeds is the **second largest & fastest growing B2B bedbank worldwide, outperforming the market in all of our core trading regions.**

## Hotel Product

Worldwide hotels including global chains and independently managed and distributed properties.



## Imagery

High quality professional images to suit the audience, both internal & external, & the communication.

## Personality & Tone

We are relaxed & likeable, more conversational than formal in tone, but always highly professional.

## Key Messages & Numbers

We provide consistent, accurate & informed key messages, facts & figures to support offering.

## Format

Bringing it all together with a balanced application of our brand platform that is cohesive & applied globally.

## Our Logo

The WebBeds Logo,  
Best Practices, What to Avoid  
and Minimum & Maximum Sizes.

We love our logo. It was voted for by our staff from around the world of WebBeds. The character lying on a hotel bed in the centre of our company name places people and hotels at the heart of our brand experience and must be displayed clearly on all internal and external communications.

Please ensure you follow the best practice guidelines for clear space, minimum and maximum sizes, on the next couple of pages when you are using the logo.

It should either appear in White on a Webjet Red background or Webjet Red on a White background. In limited situations, approved by marketing only, on one of our gradient background accents and 100% black for Black & White publications.

If you are looking to display the logo on a different background environment or material, please don't hesitate to contact a member of your Regional Marketing team for guidance and approval.



Webjet Red background



White background



Gradient background- Restricted use, approval required



100% Black for B&W publications only

“A logo is much more than just an image; it is a point of recognition for clients and an important foundation for the branding of your company.”

Please ensure you follow the following best practice requirements when featuring our logo.

### Clear Space

Make sure there is enough clear space around the edge of the logo and that you respect the minimum and maximum sizes.

The amount of clear space surrounding the logo is defined by the measure of X. This a minimum, more is better.

X = the height of the logo.



### Minimum Size

Minimum width of logo is 25mm for print and 160px for digital.

**WebBeds**

Print: 25mm  
Digital: 160px

### Maximum Size

Bigger is not better, and appropriate scaling of our logo is really important. For example, the logo must never be bigger than 1/4 width of an A4 portrait page. Use this as a guide for logo scaling, and ask marketing for assistance if required.

Please **avoid any oversized logo application**, it detracts from the other information we are communicating.



### Partner Use.

If a partner is using our logo in their own marketing materials, please always ask to see a screen-shot of where it is being used. If your partner requires assistance with how to apply our logo then a member of the Regional Marketing team will always be very happy to help.

The examples shown on this page illustrate some, but not all, application of the logo considered unacceptable.

To ensure our logotype appears consistent across all our communications, please **do not** attempt to try any of the following. If you are unsure about how to use the logo or if you are looking to produce the logo in a different colour, surface or material, please feel free to speak to a member of the **Regional Marketing Team** for guidance.



**Don't** place the logo on complicated backgrounds or images that impair visibility



**Don't** stage the logo on coloured backgrounds that do not provide sufficient contrast

Join us at  
**WebBeds**

**Don't** modify the logo with promotional language or tags. ("Specialist Brand" association is the only acceptable & approved exception.)

**WebBeds**

**Don't** amend the logotype of the logo to any fonts

**WebBeds**  
**WebBeds**

**Don't** recolour the logo

**WebBeds**

**Don't** change the position or size relationship of the bed icon relative to the logotype

**WebBeds**

**Don't** stretch, squash or distort the logo

**WebBeds**

**Don't** position the logo at an angle

**B** Point 1

**B** Point 2

**B** Point 3

**Don't** use the app icon for bullet points or any other icon type application in layouts

**WebBeds**

**Don't** use shadows or any other effects to make the logo stand out



**Don't** outline the logo in order to stage in on a Webjet Red, or any other colour, background

## Our Colours

We use a bespoke RGB colour, Webjet Red, for all digital applications, and all output should aim to emulate this red. CMYK & PMS are available when required, with grey accents and gradient backgrounds as supporting colours.

The change to our red is a notable one, and all of us are responsible for ensuring it is updated across the business. Webjet Red, our new primary red, is a bespoke colour created for digital use and is our main feature colour.

Webjet Red is not a Pantone derivative, please always ensure you are applying the RGB values shown below. There are times when 4 colour process is required, so we have closely matched CMYK and PMS colours - but they should never be your first choice. Please check your suppliers production methods prior to artwork preparation or logo provision.

### RGB / Digital Colour - Webjet Red

For all digital logo and brand colour application including POS websites, landing pages, web banners & digital advertising, digital printing, Microsoft Office applications (Word, PowerPoint, Outlook, Excel) email marketing applications etc., please ensure Webjet Red is used (i.e. do not use the RGB values of PMS 485C).

 <p><b>Webjet Red - Digital</b>          RGB: 220   20   10          Hex: #DC140A</p>	<p><b>White</b>          RGB: 255   255   255          CMYK: 00   00   00   00          Hex: #ffffff</p>
 <p><b>Black</b>          RGB: 00   00   00          CMYK: 00   00   00   100          Hex: #000000</p>	<p><b>Curve Grey - 20% Black</b>          RGB: 204   204   204          CMYK: 00   00   00   20          Hex: #CCCCCC</p>

### 4 Colour / Process - Where Required Only










Subject to the service provider production methods, where our RGB values can't be used (e.g. offset printing, paint preparation etc.), please use the CMYK colours as the preferred option, and where required use the PMS.

 <p><b>CMYK</b>          07   100   100   00</p>	 <p><b>Pantone</b>          PANTONE: 485C</p>
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### Desired Result

For red, the aim is always to have an output that emulates the digital colour Webjet Red.

### Black Accents - Percentages

 <p><b>90% Black</b>          00   00   00   90          25   25   25          #191919</p>	 <p><b>80% Black</b>          00   00   00   80          51   51   51          #333333</p>	 <p><b>70% Black</b>          00   00   00   70          76   76   76          #4C4C4C</p>	 <p><b>60% Black</b>          00   00   00   60          102   102   102          #666666</p>	 <p><b>50% Black</b>          00   00   00   50          128   128   128          #808080</p>	 <p><b>40% Black</b>          00   00   00   40          153   153   153          #999999</p>	 <p><b>30% Black</b>          00   00   00   30          178   178   178          #B2B2B2</p>	 <p><b>20% Black</b>          00   00   00   20          204   204   204          #CCCCCC</p>	 <p><b>10% Black</b>          00   00   00   10          229   229   229          #E5E5E5</p>
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### WebBeds UI Pattern Library

For website design, please refer to the WebBeds Pattern Library: <https://webjet.github.io/webbeds-react-library/>

For tactical campaigns we can step outside of use of the WebBeds Red in our curve headers - approved only by marketing. Gradient fill backgrounds can bring life to a layout, acting as the copy stage to compliment hero imagery and help our message pop in cluttered environments.

## Gradients

Let's keep gradient use simple. We have some samples prepared below from the colour spectrum, using two colours in a linear gradient set at -45°. You can create a gradient to compliment an image colour tones, ensuring the colours compliment each other.



Colour 1  
21 | 194 | 200  
#15C2C8

Colour 2  
0 | 255 | 102  
#00FF66

Colour 1  
0 | 178 | 255  
#00B2FF

Colour 2  
0 | 255 | 102  
#00FF66

Colour 1  
81 | 240 | 249  
#51F0F9

Colour 2  
39 | 142 | 255  
#278EFF

Colour 1  
224 | 92 | 189  
#E05CBD

Colour 2  
253 | 76 | 86  
#FD4C56

Colour 1  
241 | 67 | 170  
#F743AA

Colour 2  
131 | 74 | 250  
#834AFA

Colour 1  
255 | 185 | 0  
#FFB900

Colour 2  
253 | 86 | 0  
#FD5600

Colour 1  
253 | 86 | 0  
#FD5600

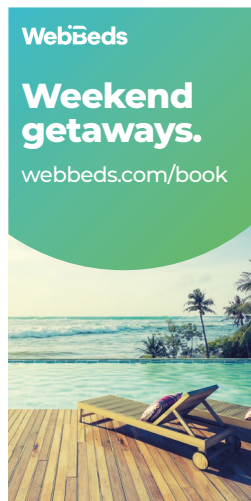
Webjet Red  
220 | 20 | 10  
#DC140A

Colour 1  
137 | 194 | 63  
89C23F

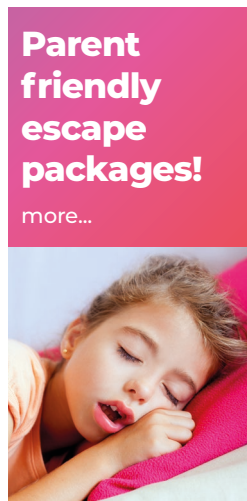
Colour 2  
0 | 104 | 56  
#006838



## Sample applications.



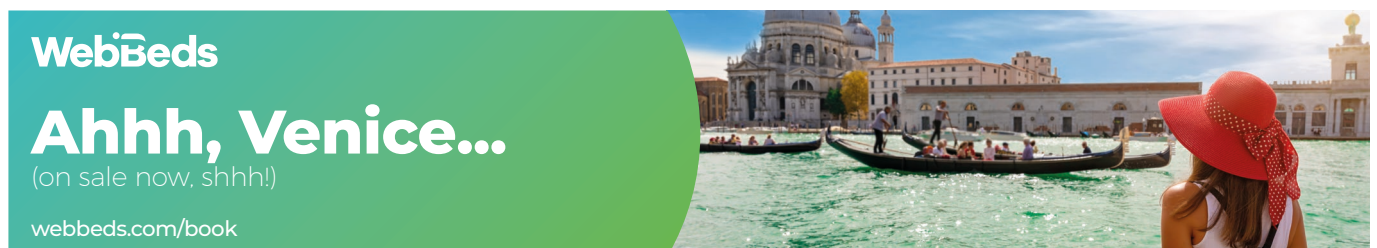
Tower Banner



POS Banner Sample  
(no curve)



eDM Header sample



Campaign Banner - Trade Press Ad Sample



# The WebBeds Curve

Practical guidance for  
creation of the WebBeds Curve,  
curve types and what to avoid.

We love our curves! The iconic and versatile WebBeds curve is a core visual device within our brand platform, a design tool created to help make our marketing materials instantly recognisable. In this brand update we have refined how we apply the curve and provide greater guidance on creation of the curve, different curve types, how to use them and what to avoid. Apply the curve that best suits your layout and the images and text being used.

This section provides technical guidance for our marketing teams, in-house designers and third parties. If you require something outside of the templated materials provided please don't hesitate to speak to a member of our in-house teams who will be more than happy to help.

Our curves feature on most of our branded materials - our corporate website, in email marketing, business documents, presentation materials, marketing collateral, video and more. It is then important we apply some basic principals to ensure consistent application of the curve creating a desirable output. That takes us into some basic geometry.

### Curve Types

We have two curve types, arc sections of two 'Degree 2' Algebraic Curves, being the **Ellipse** (creating our 'gentle curve') and **Circle** (creating our 'strong curve'). These have two specific applications.

#### Ellipse Curve or 'Gentle Curve'.

This curve is used where layout space is limited or restrictive. We have used it quite a lot in this brand update in templates materials like PowerPoint, document and email headers, posters, desktop backgrounds etc.

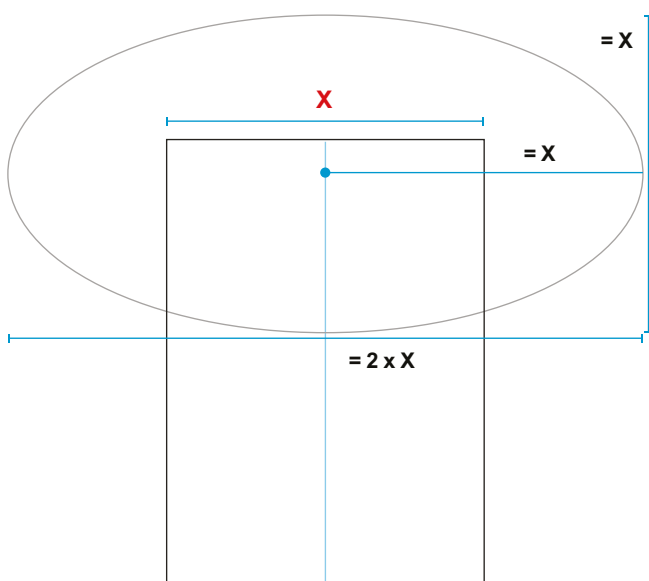
The gentle curve needs to be just that, gentle, so please follow the technical guidance for its application.

#### Circle Curve or 'Strong Curve'.

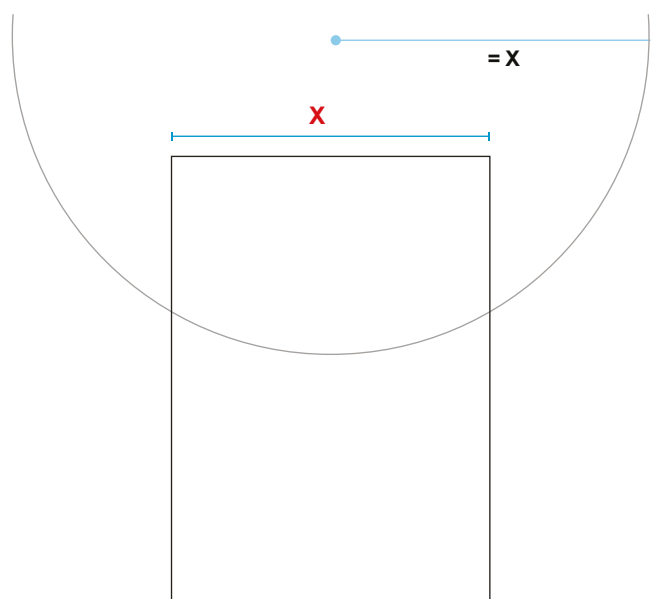
We are calling it a 'strong curve' as more layout space is taken up by the curve arc, so is more suited to larger format layouts with perhaps less copy, where space allows for key messages to be placed in the curve, negative space or over images. This includes things like roll-up banners and larger posters etc.

Application of the circle curve is a little less technical and guarded than the ellipse curve.

### Ellipse Curve



### Circle Curve

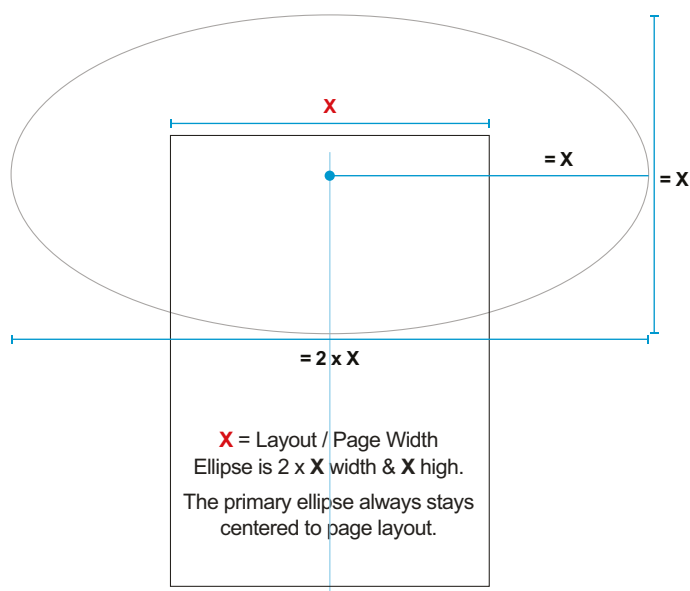


Our Ellipse curve, or Gentle Curve, is used where layout space is limited or restrictive. It affords more space if, for example, you have large amounts of copy or wish to apply images, and find the strong curve is restrictive. We have used it quite a lot in this brand update in templates materials like PowerPoint, document and email headers, posters, desktop backgrounds etc.

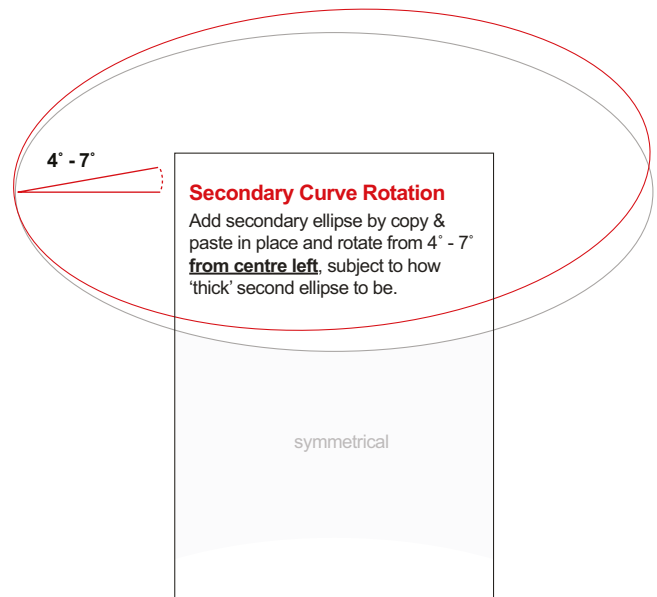
The ellipse curve can be just the primary curve, shown below, or include a secondary ellipse. If using the primary ellipse only it should not be taken off-centre as that increases the arc curve on one side, losing symmetry. The end result we seek is to always have a "smooth, symmetrical set of curves". If you have any questions please consult our marketing teams.

## Create a 'Dropping' Ellipse Curve

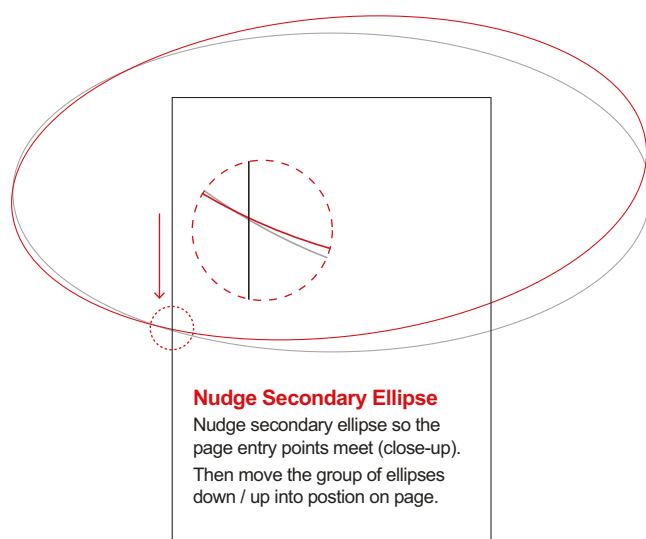
### 1. Add Primary Ellipse



### 2. Add Secondary Ellipse



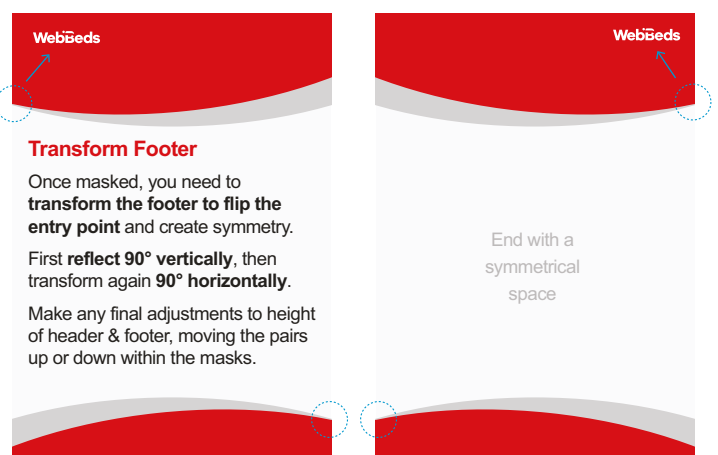
### 3. Nudge Secondary Ellipse down into position



### 4. Colour, Mask, Duplicate, Transform, Finalise

#### Colour & Mask

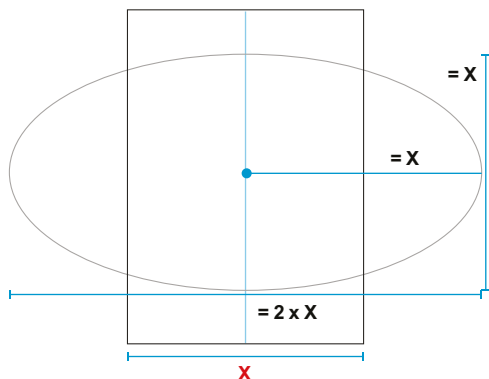
Colour fill and mask your ellipses. Then copy & paste if you want a footer curve, transform per below.



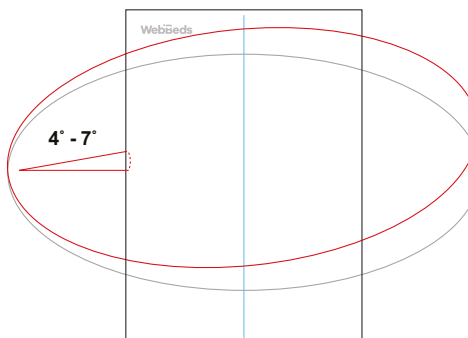
A 'Raised' Ellipse Curve requires a few different steps to create the curve.

## Create a 'Raised' Ellipse Curve

### 1. Add Primary Ellipse



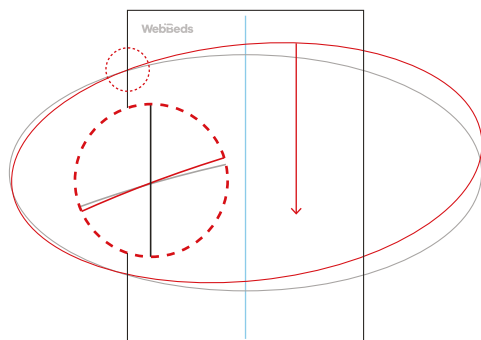
### 2. Add Secondary Ellipse



#### Rotation

Add secondary ellipse by copy & paste in place then rotate from 4° to 7° **from centre left**.

### 3. Nudge Secondary Ellipse up into position

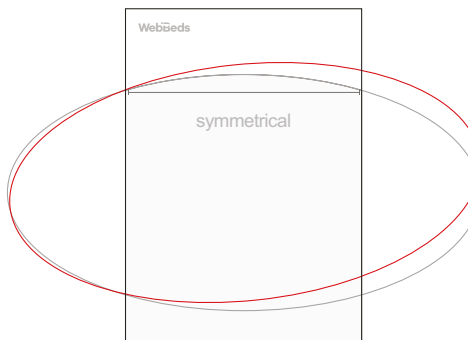


#### Nudge Secondary Ellipse

**Nudge secondary ellipse** down so the page entry points meet. (see close-up).

The primary ellipse stays to form the bottom curve to retain symmetry.

### 4. Position & Divide

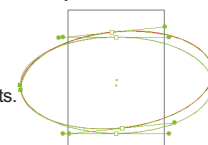


#### Position Ellipse Group

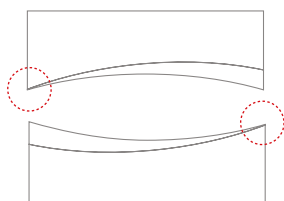
Move your ellipse group down/up to get the size you need.

#### Divide Paths

For the raised curve you will need to divide in Pathfinder to get your header. Divide your paths and delete excess points.



### 5. Create Footer



#### Copy, Paste, Reflect

If your layout requires a footer, simply copy/paste your curve art.

Then **transform by reflecting axis** - first 90° vertically, then transform again 90° horizontally.

Then make any final adjustments to height for footer, direct selecting the bottom points and moving them up/down.

### 6. Finalise



#### Colour

Colour fill your ellipse vectors.

Our 'strong curve' takes up more layout space as the arc plane extends deeper into the page, so it is more suited to larger format layouts where space allows for key messages to be placed in the curve, negative space or over images. This includes things like roll-up banners and larger posters etc.

Application of the circle curve is a little less technical, or more flexible. Different arc points can be used to enter and exit page subject to the requirements of the layout. Please always aim for symmetry in application of the circles, as shown below. Never allow the circles to intersect on the page - there should always be one smooth curve into and out of the page. Footers are not required, but where use please ensure they enter and exit the page equal and opposite to the header curve, retaining symmetry. **For Landscape layouts**, use centred circle/s, maintaining negative space symmetry.

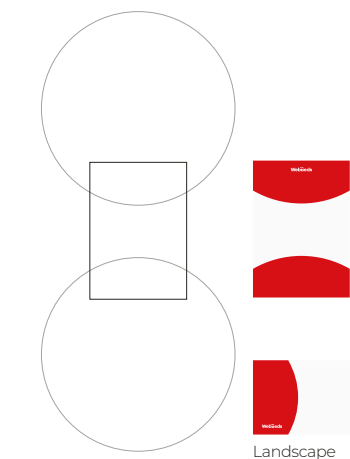
## Colouring - across all WebBeds Curves

Webjet Red should always be the colour of the large primary curve (gradient fills acceptable for tactical campaigns only) The secondary curve can be 20% black if on a white background, or can be white if on a grey/coloured background or the layout is to the edge of page - such as posters,

## Create a Circle Curve, or 'Strong Curve'

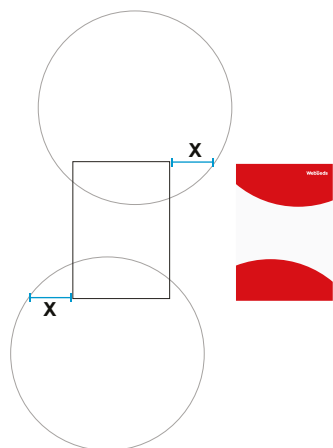
### Single Curve - Centered

(Note: Use for Landscape layouts)



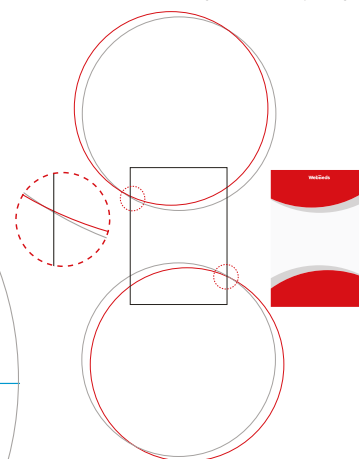
### Single Curve - Offset

Apply equally off each side



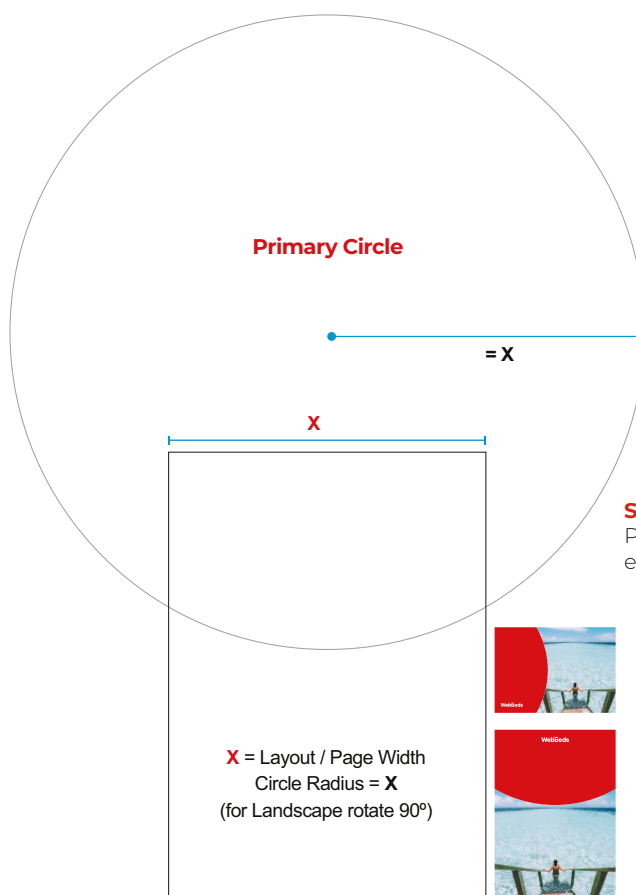
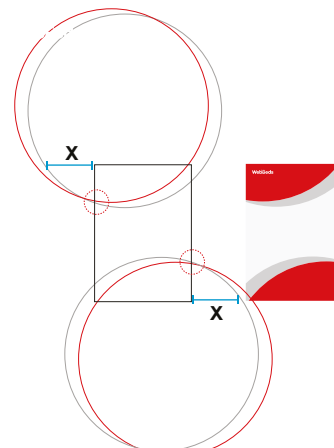
### Secondary Curve - Centered

Paste in place then raise/lower & offset each secondary curve equally.



### Secondary Curve - Offset

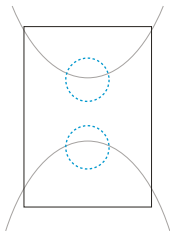
Perform above, then offset each equally



In understanding what to avoid, consider what we want a WebBeds Curve to be - smooth, symmetrical and consistent without any noticeable increase in the arc from one side of a layout to the other. There should always be a smooth curve dividing the filled space and the negative space.

### What to avoid.

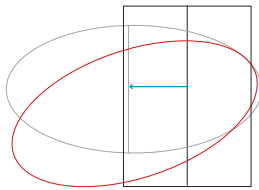
We have a few examples below on creation of curves, but we ask you to consult our marketing teams prior to any new WebBeds Curve creation. Avoid 'overuse' of curves on any single page, which can cause a layout to look cluttered and overcomplicated.



#### Don't use Parabola or "U-Curves".

When creating a WebBeds curve using an ellipse, don't start with the ellipse parallel to the page, creating a 'U-Curve'.

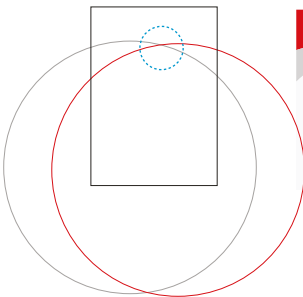
The ellipse should always be horizontal - or perpendicular to a portrait page layout.



#### Don't take the ellipse curves off-centre or over-rotate secondary ellipse.

For the 'gentle curve', it is important that the primary ellipse remains centered to the page layout, and the secondary ellipse is rotated and relocated to create a smooth gentle curve.

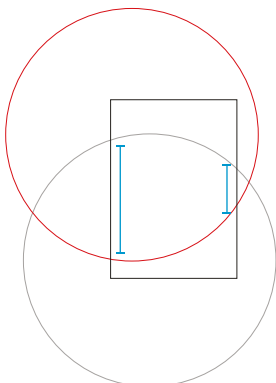
Taking the ellipse off-centre creates a sharp increase in the arc of the curve as it reaches page edge.



#### Don't intersect ellipses or circles when creating curves.

When 2 curves are used, the planes must not intersect on the page.

The result of an intersection is creation of a Three-Pointed Arch, and the loss of a smooth curve plane across the negative (copy/image) space.



#### Don't loose symmetry between curves.

Keep top and bottom curves entering and exiting pages equally on both sides at the same points on the plane.

For example, if the top circle is offset 30mm to the left, the bottom circle should be offset 30mm to the right.

# Iconography

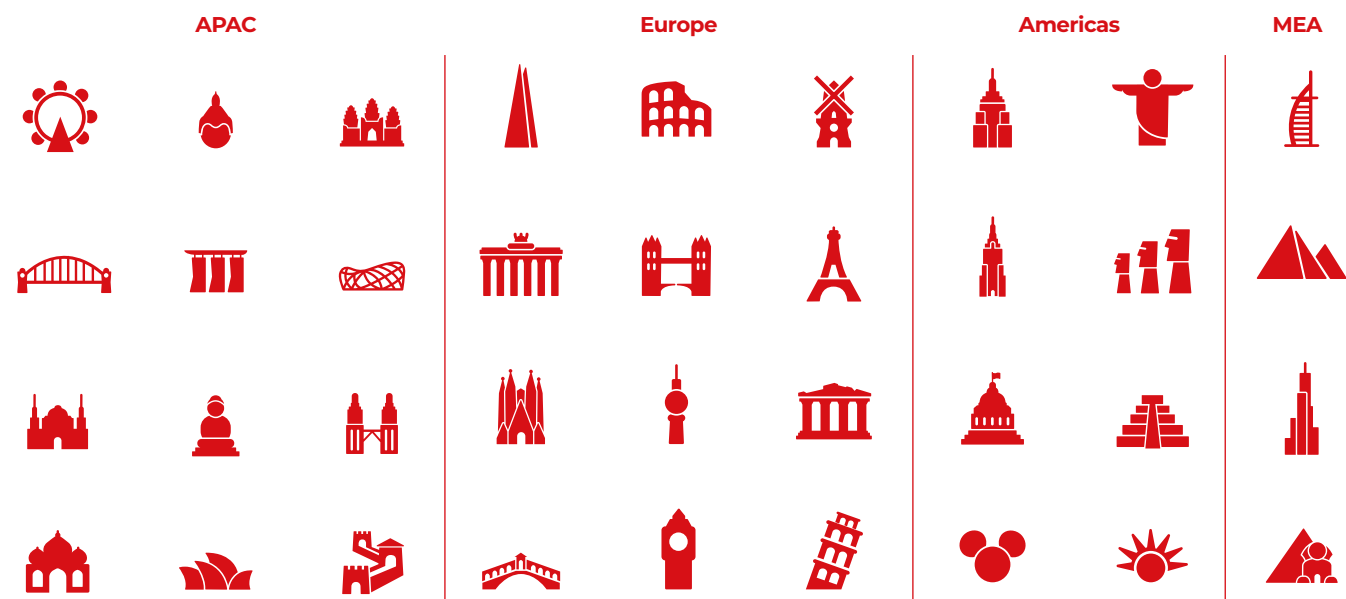
Technical guidance and best practice  
for applying iconography to copy.

We have created a range of travel themed icons that are exclusive to WebBeds. These have been designed to feel recognisable as part of our brand. These icons can be a useful addition to presentations, email marketing campaigns, signage etc.

Contact your Regional Marketing team for specific image files, and if you require any icons new not displayed here please let us know and we can look into creating new files. For consistency, we recommend you use Webjet Red icons on a white background or white icons reversed onto a Webjet Red background.

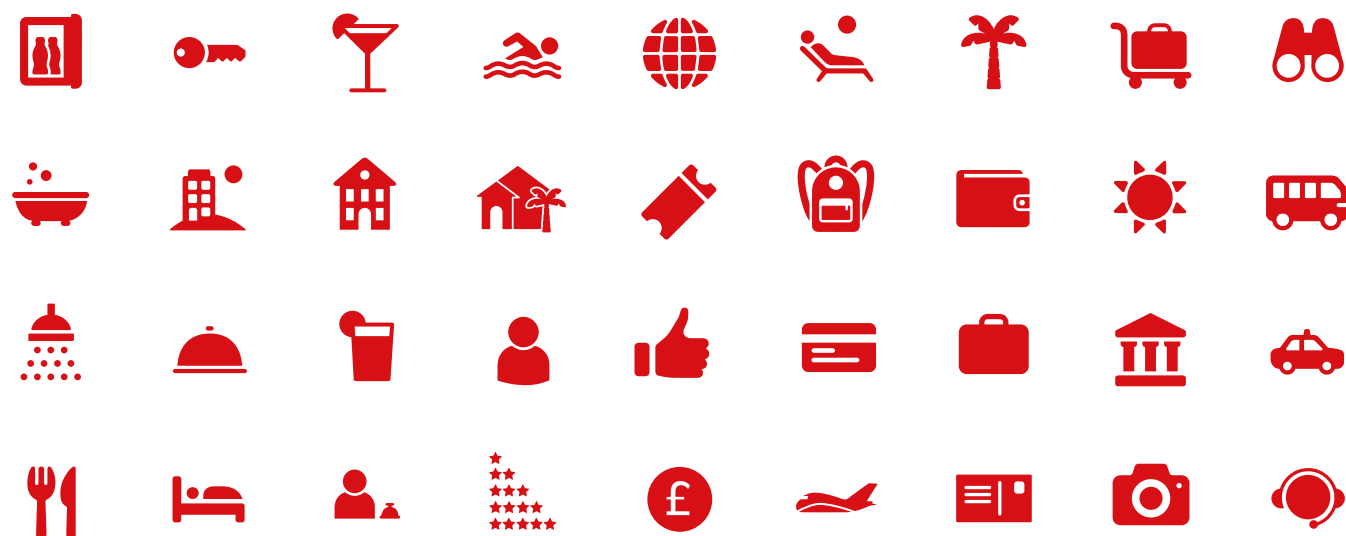
## Destination

A selection of APAC, Europe, Americas & MEA themed destination icons:



## Travel

We also have a range of general travel themed icons:

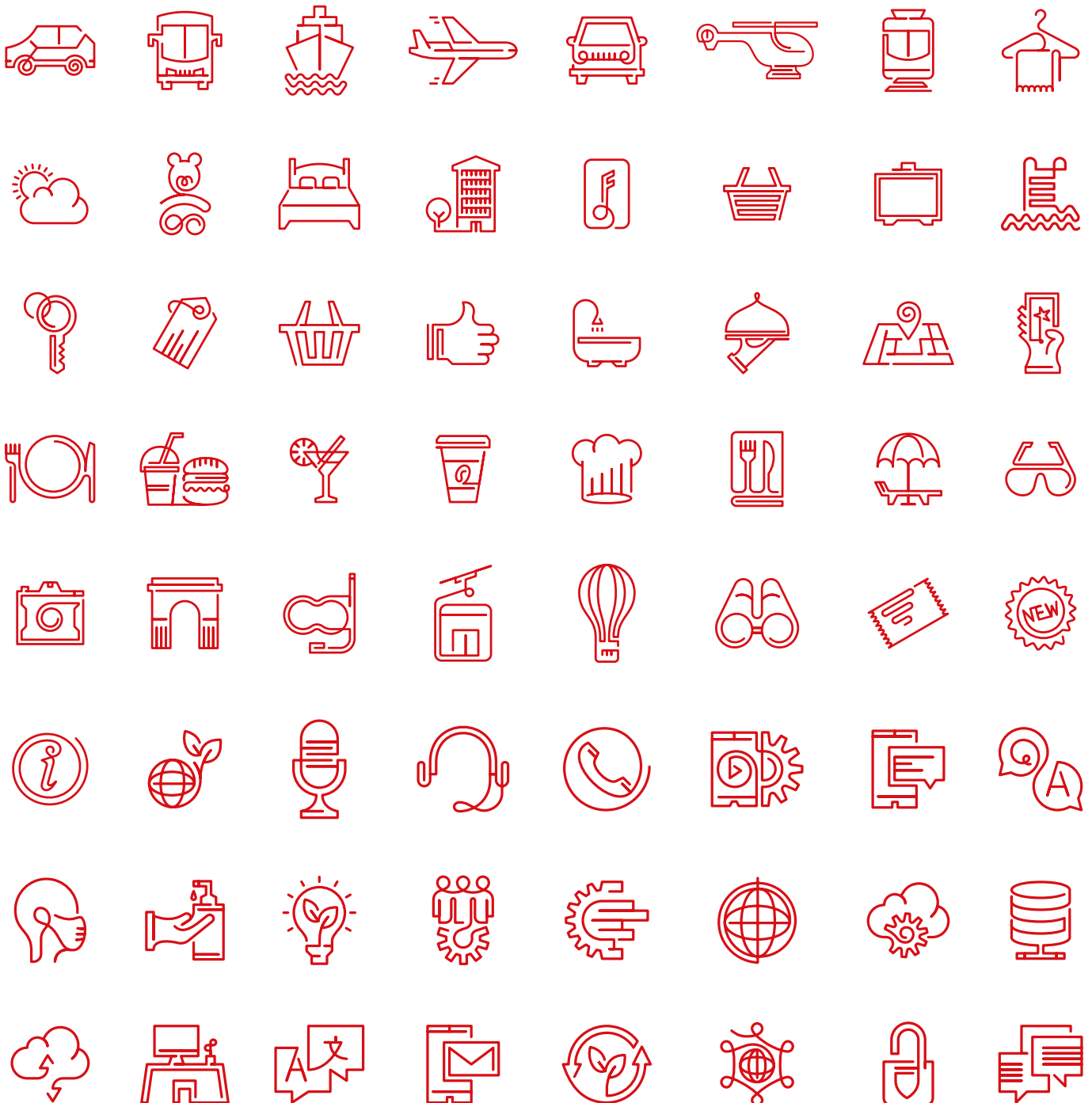




We have purchased a series of over 400 continuous line editable stroke vectors featuring a range business themed icons, and a smaller amount of travel related icons. These are ideally suited to animated graphics, as used in our Project Darwin business transformation awareness campaign videos.

Contact your Regional Marketing team for assistance in reviewing specific iconography for your project or activity. For consistency, we recommend you use Webjet Red icons on a white background or white icons on a Webjet Red background.

**What to avoid:** As a general practice, please avoid mixing icon styles. E.g. WebBeds solid icons and thin line icons.



# Typography

Our primary & corporate typeface  
is Montserrat, and Calibri for  
desktop applications.

Our primary corporate typeface is Montserrat, a geometric sans-serif typeface which is available to designers at Adobe Fonts. For desktop applications and everyday use, we use Calibri.

We recommend that the default colours are Webjet Red for introduction/key message copy, per above, and black (or 90% black) is used for body copy. Use Bold highlight or headline text, swapping colours is also acceptable. Please also see notes below around vertical tracking reductions.

## Corporate & Promotional Font - Montserrat.

Our headline typeface should be used for all printed and digital materials. Within any single piece, try to minimise the number of variations in point size and font weight changes. Ultra Light, Extra Light, Light, Regular and Bold would be recommended for most uses. For call-outs/highlights in body copy use Bold.

In general terms, the Montserrat typefaces should only be used by the Marketing Department and designers, however we have embedded these in some office templates to facilitate better brand delivery. Be sure to convert documents and presentations to PDF to reduce file size before sharing externally.

**Download:** <https://fonts.adobe.com/fonts/montserrat>

Montserrat Extra Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Montserrat Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Montserrat Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Montserrat Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Vertical Tracking of Montserrat.

Montserrat font characters are a little bigger and further spaced out than many fonts. Because of that we recommend reducing pt size and vertical tracking (character spacing).

The amount will vary between application being used, but will need to be **between -25** (good for headings and bold font use, **and -10** (all body copy and large bodies of text). For example, body copy in this document uses Montserrat Ultra Light, 9pt set to -10 (measured in thousands on an em).

## Electronic Use/Desktop Font - Calibri

Calibri should be used for day to day desktop applications email/outlook, excel, ppt, word doc etc. and for email marketing software. Calibri is a default system font so you can use it as a font across all platforms.

Use of other fonts in these mediums is not preferable.

Calibri Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Calibri Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Calibri Light Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Calibri Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Photography

Imagery is an important element  
in promoting who we are, what we do  
and how we position ourselves.

Imagery is an important element in promoting who we are, what we do, how we position ourselves and is used to support key messages in communications. The style we seek to apply in all situations is contemporary, fresh, vibrant, experiential imagery that supports our brand standards, with imagery focused on the end users experience of the products we sell or the functions we perform.

## Image Rights.

Imagery must always be responsibly sourced and approved. We need to ensure that we own the adequate licenses / approval required to use the image commercially. When acquiring new imagery from stock sites, ensure they are not for editorial use. Your Regional Marketing Team will be able to provide you guidance on image license requirements.

## Image Style.

Imagery must always be of professional standard and high quality - never not stretched, distorted or compromised. Lighter coloured images that afford negative space for placement of messaging are preferred. Images with a dominant or heavy base colours that do not compliment our red logo should be avoided where possible. It is important to retain a sense of authenticity in the imagery we use, refrain from using over-edited or enhanced images as these have a negative impact on the credibility and believability of our overall message.

## Image Library.

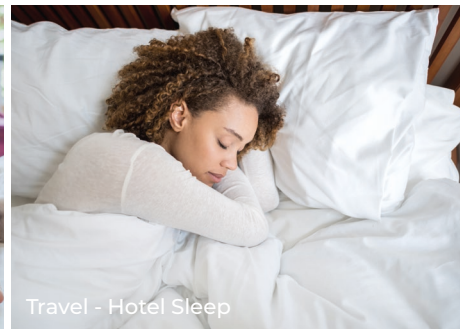
A suite of images has been acquired for internal use in the preparation of internal communications, templates and presentations and are available for your use, some of the categories are shown below. These are available on the **Global Brand Resource Site**. We suggest contacting hotel / supplier partners for access to image libraries when creating destination specific promotions.



Team - Technology.



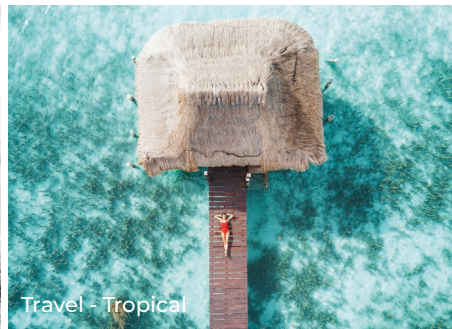
Travel - Hotel



Travel - Hotel Sleep



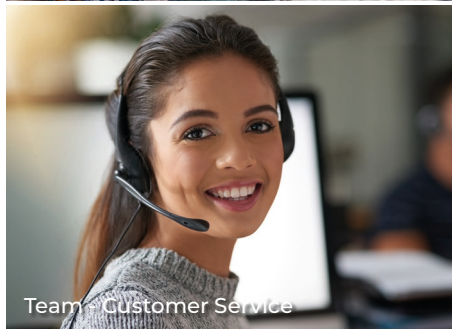
Travel - Resort



Travel - Tropical



Travel - City



Team - Customer Service



Travel - Adventure



Travel - Air

## Corporate Identity

Our corporate identity is clean, simple and proudly displays our logo and strong brand colour. Core items include our Global Email Signature, Business Cards, Letterhead, With Compliments Slips, Envelopes and Document Folder.

Our corporate identity pieces are clean, simple and proudly display our logo and strong brand colour. Being highly visible and widespread we should be aiming for consistent application and production output of printed materials across all regions.

Art files for Business Cards, Letterhead, With Compliments Slips, Envelopes and Document Folder and your Global Email Signature guidance and template are available on the Global Brand Resource site. If you require something specific, please contact your regional marketing team for assistance.





We have chosen a portrait layout for business cards to facilitate a consistent layout catering for different languages across our markets.

### Business Card - Production

Stock: 280-300gsm Cardstock.

Finish: Matte Aqueous Coating

Sizing: Master Art created at 55mm x 85mm

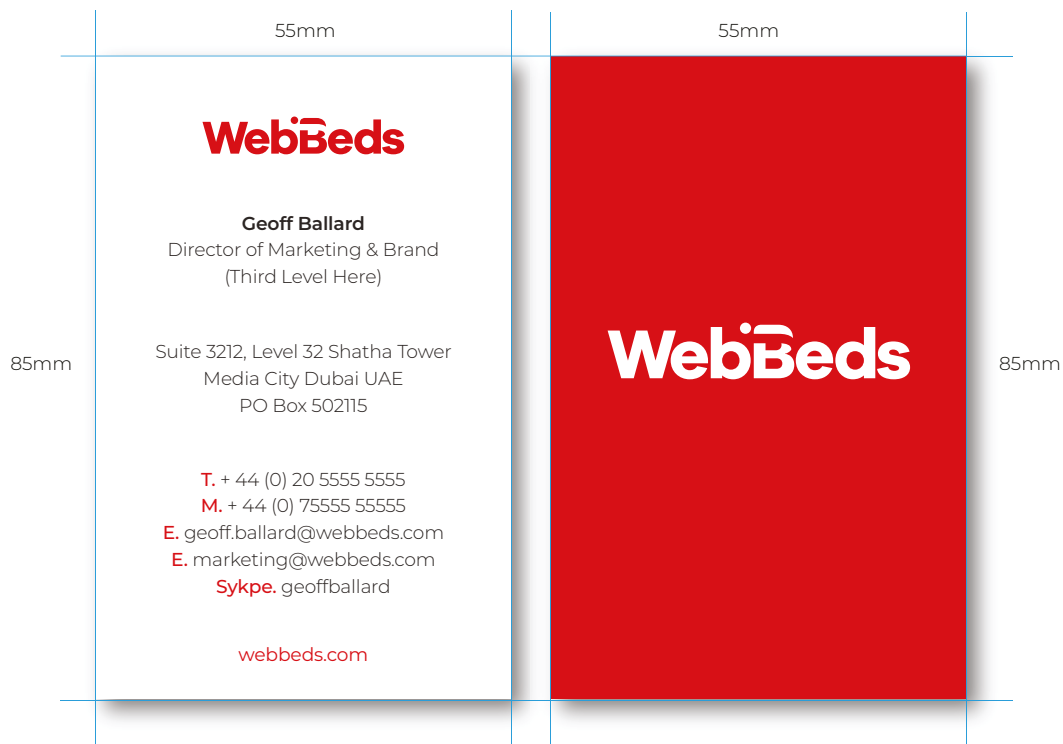
Layout: Text to be centered on front, art file provides layout options to suit different line numbers.

Translations: If English and another language is required, the logo reverse side can be replaced.

Art File Name:

WB\_BizCard\_RGB\_DigitalPrinting\_Portrait\_010121.indd

(note CMYK file are available if required)



Multiple language samples





Our corporate identity pieces are clean, simple and proudly displays our logo and strong brand colour. Being highly visible and widespread we should be aiming for consistent application and production output of printed materials across all regions.

### Letterhead & With Compliments - Production

Paper-stock: Single Sided Print 180gsm Coated Paper - Silk Art or similar.

Double Sided Print (red reverse) 220gsm+ Coated Paper - Silk Art or similar

Refer to Marketing team for specific paper stock name to use.

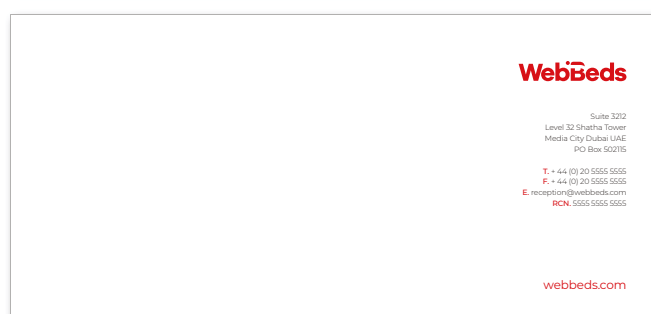
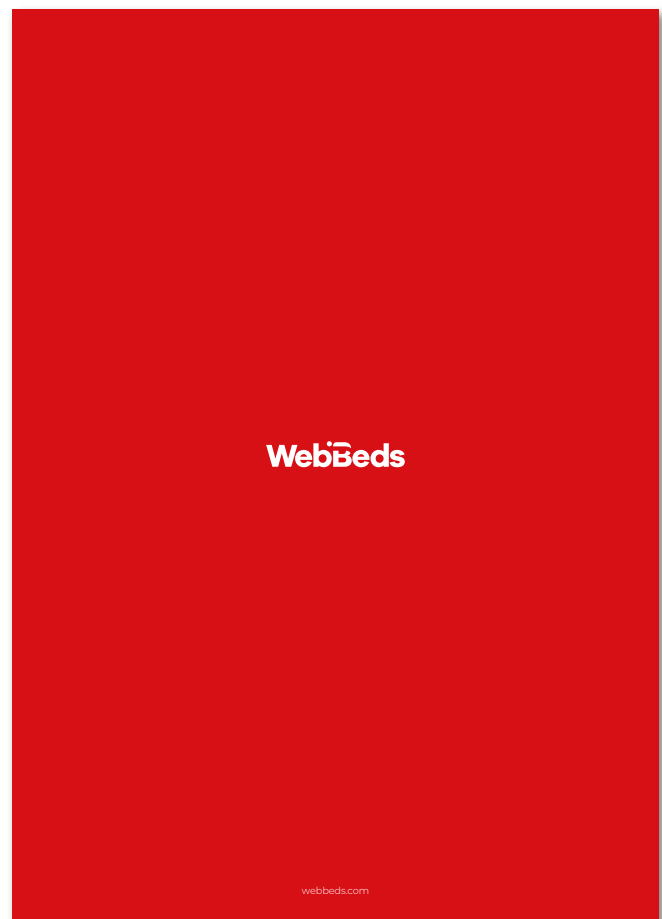
Sizing: Master Art created at A4 and DL, localise as required.

Layout: Text/graphics to be inset 15mm from each side

Art File Names:

WB\_A4\_Letterhead\_RGB\_DigitalPrinting\_010121.indd & WB\_A4\_WithComp\_RGB\_DigitalPrinting\_010121.indd

(note CMYK files are available if required. A MS Word Template version of letterhead also available)



We have created A4+ Document Folder artwork for print production at local level. The art file includes the sample shown below featuring the WebBeds Curve, a plain white version and a Webjet Red version. These can be used for business meetings, trade show packs, training packs, on-boarding packs etc.

### Document Folder - Production

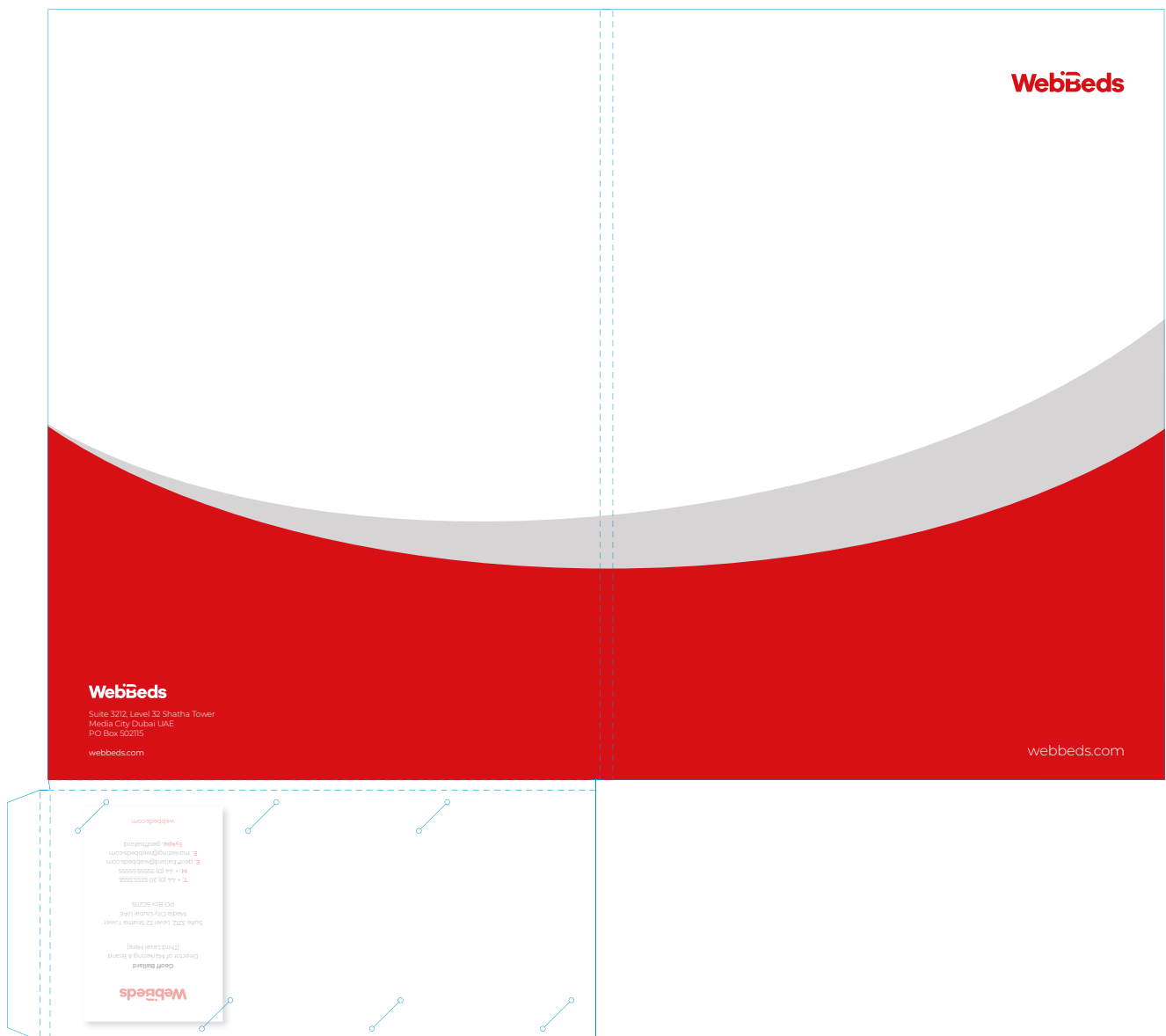
Stock: 280-300gsm Cardstock.

Finish: Matte Aqueous Coating

Sizing: Master Art created at 55mm x 85mm

Art File Name:

WB\_DocFolder\_w\_DieCut\_RGB\_010121.ai



## Our Specialist Brands

JacTravel DMC and UmrahHolidays International, being providers of niche service offerings to the industry, present their brands to market as 'WebBeds Specialist Brands'.

JacTravel DMC and UmrahHolidays International, being providers of niche offerings to the industry, present their brands to market as 'WebBeds Specialist Brands'.

Specialist brands utilise the WebBeds brand platform with the exception two alterations: **1.** A reverse colour application of the WebBeds Curve, and **2.** The addition of baseline 'specialist brand' tag.

This visually links our specialist brands as being part of the WebBeds family while providing enough variation to avoid any confusion or brand dilution, and enables teams to leverage brand assets and artwork created for WebBeds.

### Full Logos - Webjet Red

**JacTravel**

**UmrahHolidays**  
INTERNATIONAL

#### Specialist Brand tags - Replaces "Part of WebBeds" logo modifier

The tag features mostly at page bottom of core promotional and corporate collateral, brand logo at top.

A **WebBeds** specialist brand.

A **WebBeds** specialist brand.

#### 'Expanded' Specialist Brand tags

For where space permits and it's warranted or helps the communication.

JacTravel is a **WebBeds** specialist brand.

UmrahHolidays is a **WebBeds** specialist brand.

#### Typographic tag, for use in body copy ('WebBeds' in Montserrat ExtraBold)

JacTravel is a **WebBeds** specialist brand.

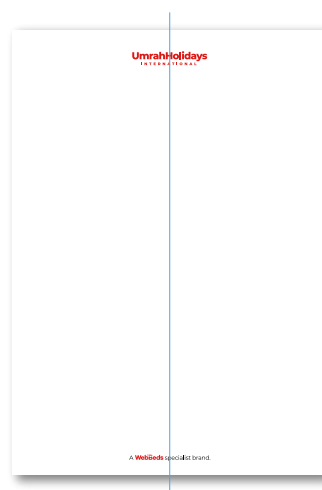
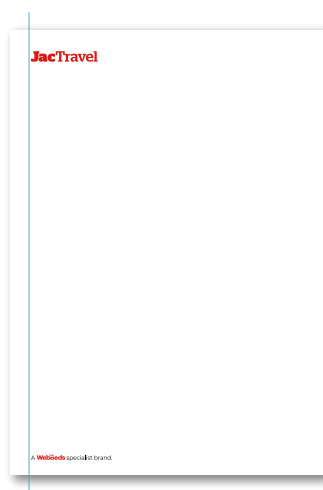
UmrahHolidays International is a **WebBeds** specialist brand.

JacTravel DMC is a **WebBeds** specialist brand.

UmrahHolidays International is a **WebBeds** specialist brand.

#### Sample Placement

For documents, brand logo at page top, specialist brand tags at page bottom



#### Clear Space Minimum

When tag can not feature at page bottom, e.g. impaired visibility over images, use X as minimum clear space



A **WebBeds** specialist brand.



A **WebBeds** specialist brand.

## Sample Positioning Statement

UmrahHolidays is a specialist brand of **WebBeds**, the **second largest** and **fastest growing** B2B bedbank in the world.

Visit us at [www.umrahholidays.com](http://www.umrahholidays.com)

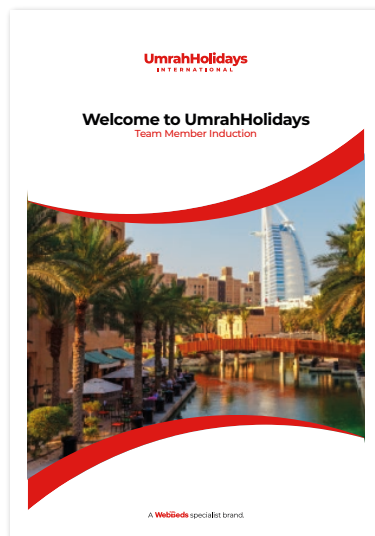
## Layout Samples - Based on WebBeds Brand Platform

Other examples of WebBeds brand application, on which to base Specialist Brands layouts, can be found towards the back of this document in "Bringing it all together".

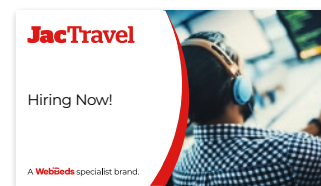
WebBeds Document Cover



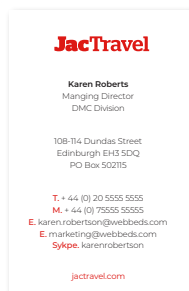
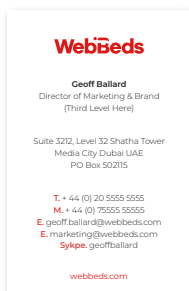
JacTravel Document Cover



Digital Banner Samples



Business Cards



Desktop Backgrounds



## Format - Bringing it all together

Over the next pages, you will find examples of the various templates, artwork and design assets that we have created to help you really get the most from our company brand.

Our brand experience could be the differentiator that sets us aside from our competitors! There are lots of tools at your disposal and it's really important that everybody stays "on brand" to ensure that we are displaying a professional and consistent message whenever talk about WebBeds in the marketplace.

This section provides examples of the brand in action, giving you some visual cues on how to apply the brand correctly and consistently within our guidelines.

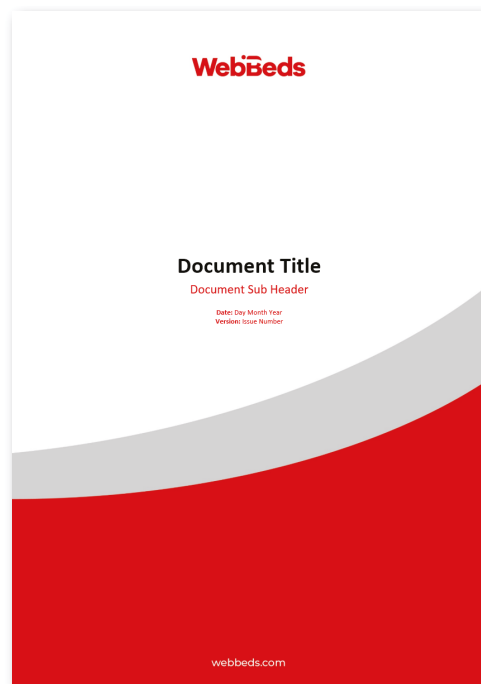
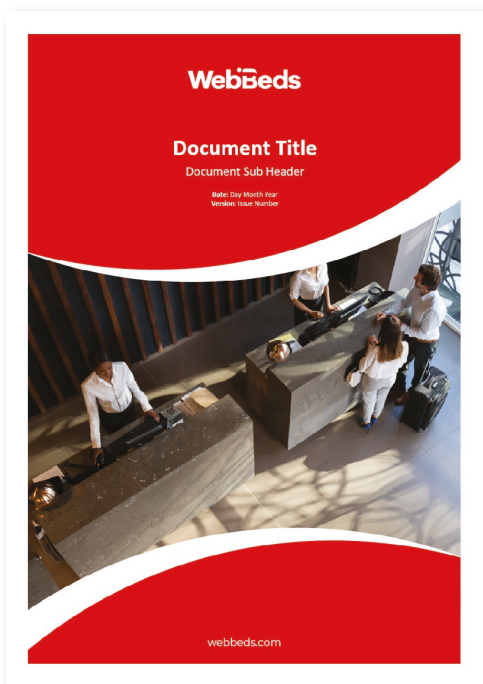
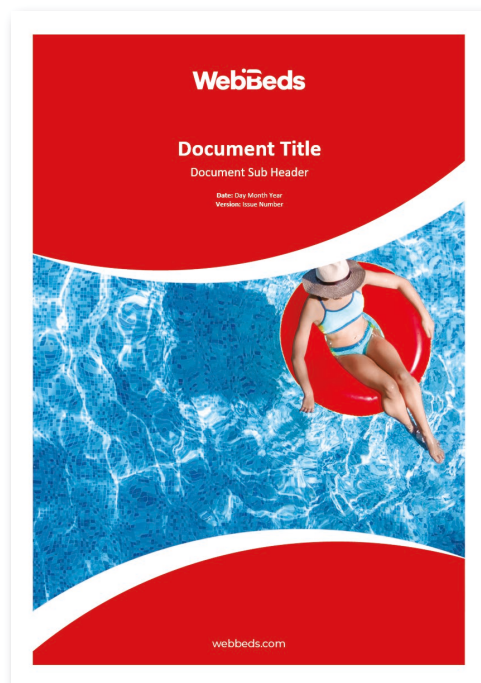
For our internal teams, a wide variety of MS Office templates have been created for daily business communications and presentations and are all available on the WebBeds Global Brand Resource site. Please note **WebBeds Specialist Brands** & **Webjet Limited Group** brand resources can also be found here.





The below examples use a WebBeds Circle Drop Curve at the top and Raised Curve at bottom, offset equally, with a white secondary curve fill. The 'no image' version extends around to the back cover creating a spread (see A4+ document folder as an example of this).

It is acceptable to use one or both top and bottom curves, see further example applications in the following pages.





The below example shows some concept 'Post-Covid' positioning messaging and promotional application of WebBeds booking sites new Single Sign-On - applied using a drop circle curve at top and a raised circle curve at bottom.

**Designers Note:** This example uses a WebBeds Circle Curve, centered with a white secondary curve fill for a fresh contrast against the hero image. Centered curves are preferred when the logo on body copy is to be centre justified.

Please refer to the section on WebBeds Curves, [Page 14 in this document](#), for technical guidance on curve creation.

**WebBeds**

**Maldives.**

**Physical  
distancing  
specialists.**

**[webbeds.com/book](https://webbeds.com/book)**

Single Sign-On to the WebBeds Global Marketplace.

One URL to access the **Sunhotels**, **DOTW**, **FITRuums** and **LOH** trade booking websites.  
If you have not registered your WebBeds Master User Account, contact your local team at: [webbeds.com/contacts](https://webbeds.com/contacts)

## Layout Sample - Portrait with Offset Baseline WebBeds Circle Curve

The below example shows some concept 'WebBeds Global Marketplace' positioning messaging - applied using a single, offset raised WebBeds circle curve at page bottom. Application of this type of curve is good for when you have a higher volume of copy to include, or an image not suited for placing copy over.

**Designers Note:** This example uses a WebBeds Circle Curve, offset with a white secondary curve point entering from the same side as where the logo positioned.

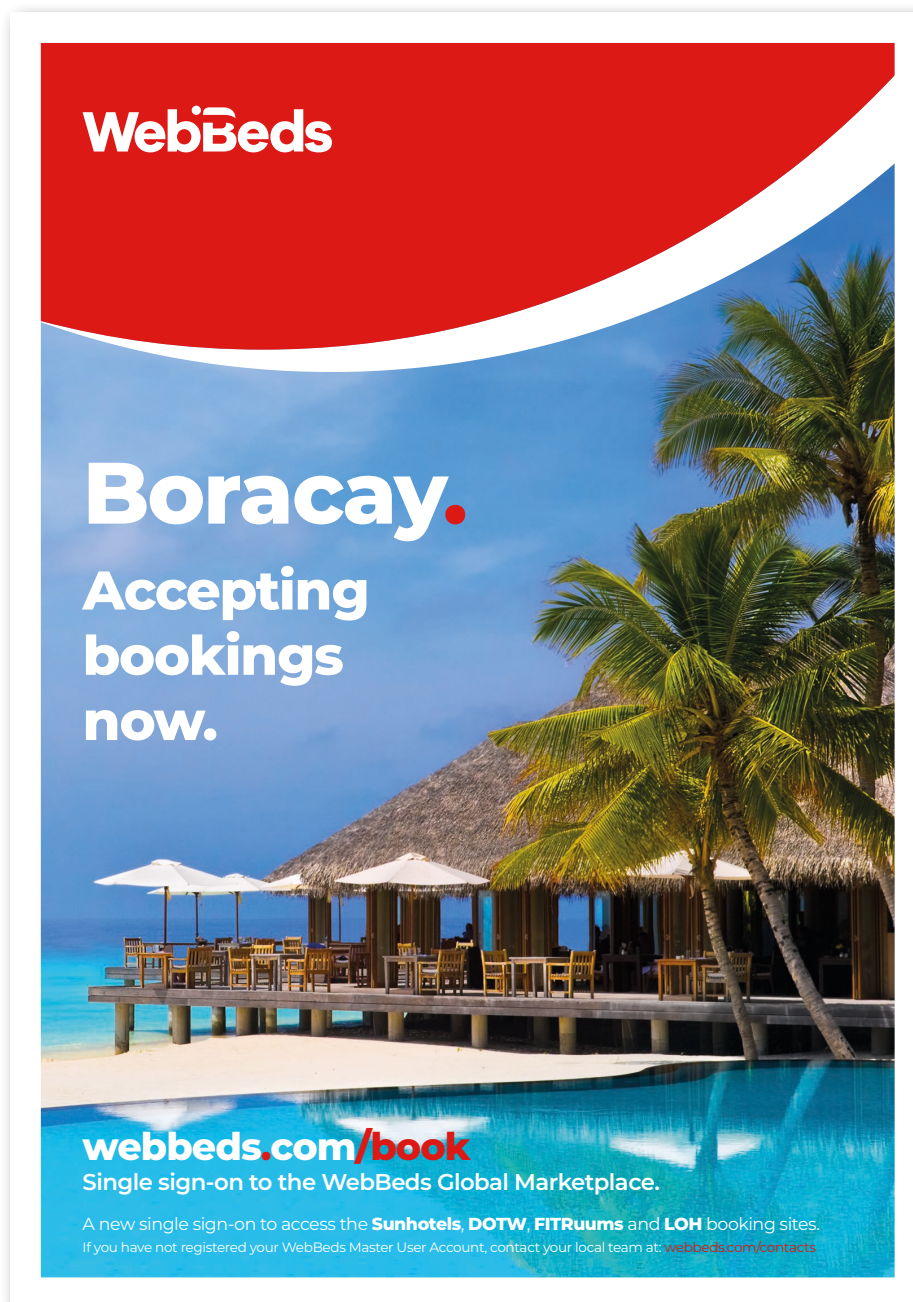
Please refer to the section on WebBeds Curves, [Page 14 in this document](#), for technical guidance on curve creation.



The below example shows some concept 'rebound' messaging and SSO URL promotion - applied using a single, offset dropping WebBeds circle curve at page top with logo only. Application of this type of curve is good for when image is suited for copy placement.

**Designers Note:** This example uses a WebBeds Circle Curve, offset with a white secondary curve point entering from the same side as where the logo positioned. All copy left justified down the page

Please refer to the section on WebBeds Curves, [Page 14 in this document](#), for technical guidance on curve creation.

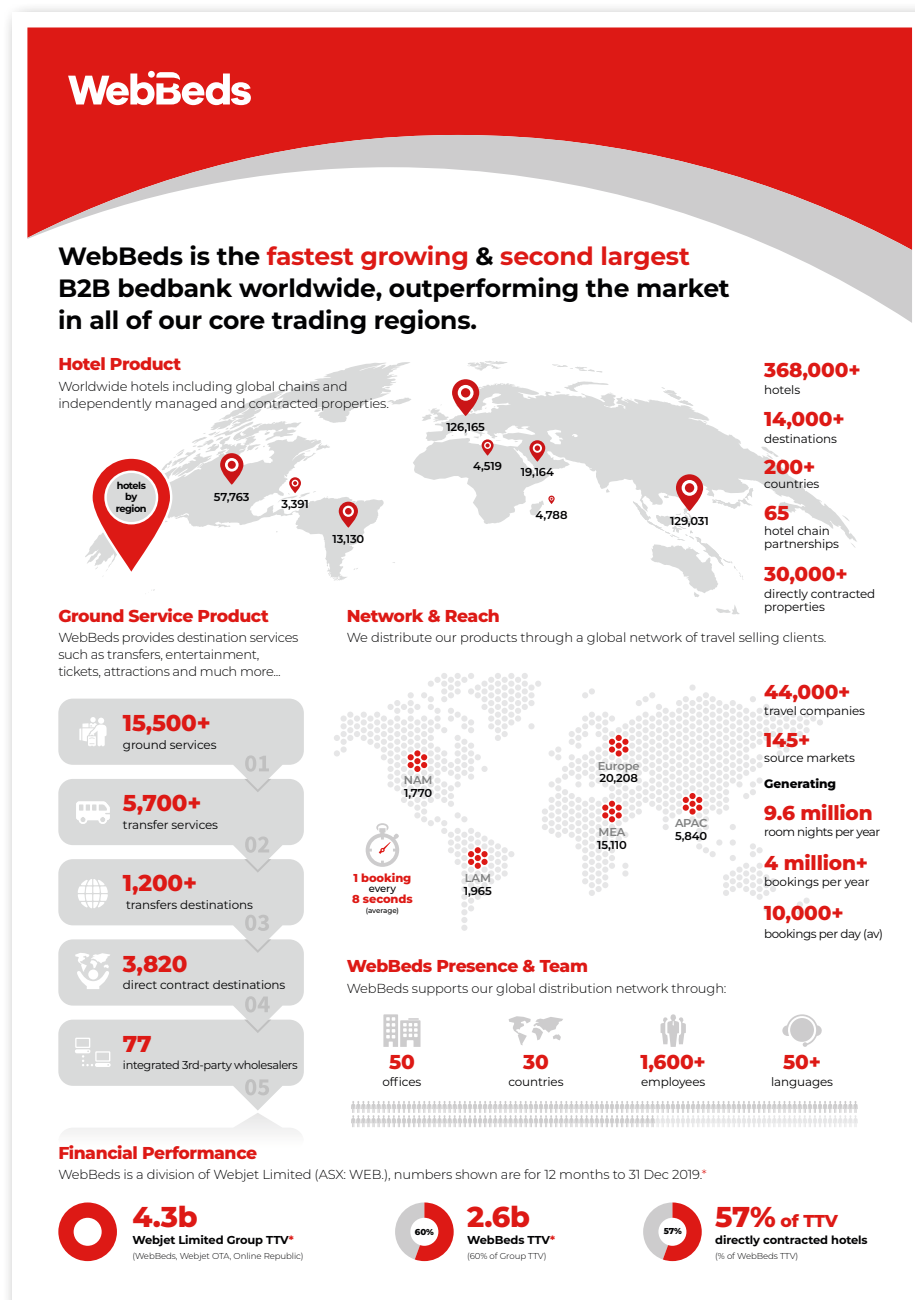




The below example shows how we can apply our 'product proof points' and 'facts and figures' in an infographic format, in this case paired with a single raised WebBeds Circle Curve to make use of available space.

This content is also available in an "About WebBeds" PowerPoint that can be added to your corporate sales presentations. Artwork in Adobe Illustrator is available through our marketing teams and can be customised to a various layouts and formats.

**Designers Note:** This example uses a WebBeds Circle Curve, offset with a grey secondary curve fill given the white page background. A single, solid fill, circle curve would also be acceptable in this layout.



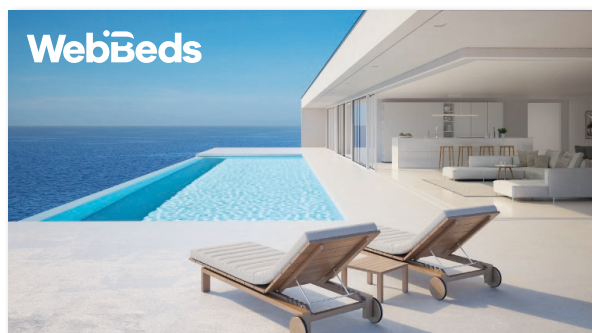
The below examples show the WebBeds Curve in narrower portrait and landscape layouts, sampled here as skyscraper and standard horizontal web banners, with and without a secondary curve.

**Designers Note:** With narrower layouts, use of centered WebBeds Circle Curves are preferred. When using a secondary curve it is the centering curve, with the red circle being offset, as shown below.



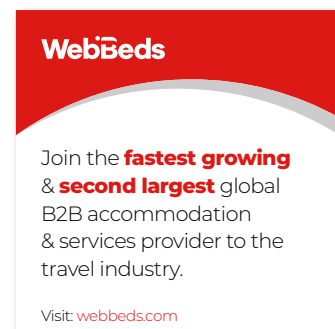
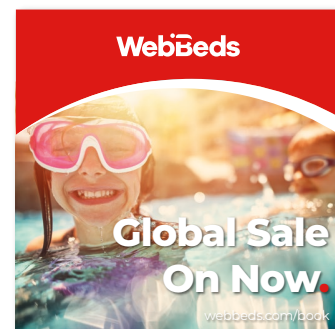
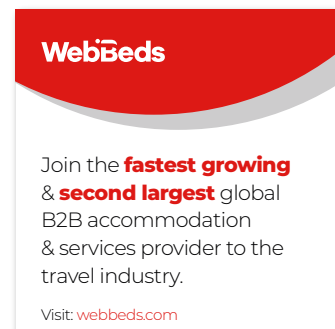
The below examples show how we would apply the WebBeds Curve in a landscape layout, in this case some social media posts. Note that not all social posts require use of a curve, such as promoting a new properties or product - but there are times when we want the brand to stand out, such as corporate communications.

**Designers Note:** Centered WebBeds Circle Curve are preferred in landscape layouts, offset with the secondary curve, or single curve, being centered horizontally. A single, solid fill, circle curve would also be acceptable in this layout.



The below examples show how we would apply the WebBeds Curve in a square layout. Not all social posts would require use of a curve - but there are times when we want the brand to stand out.

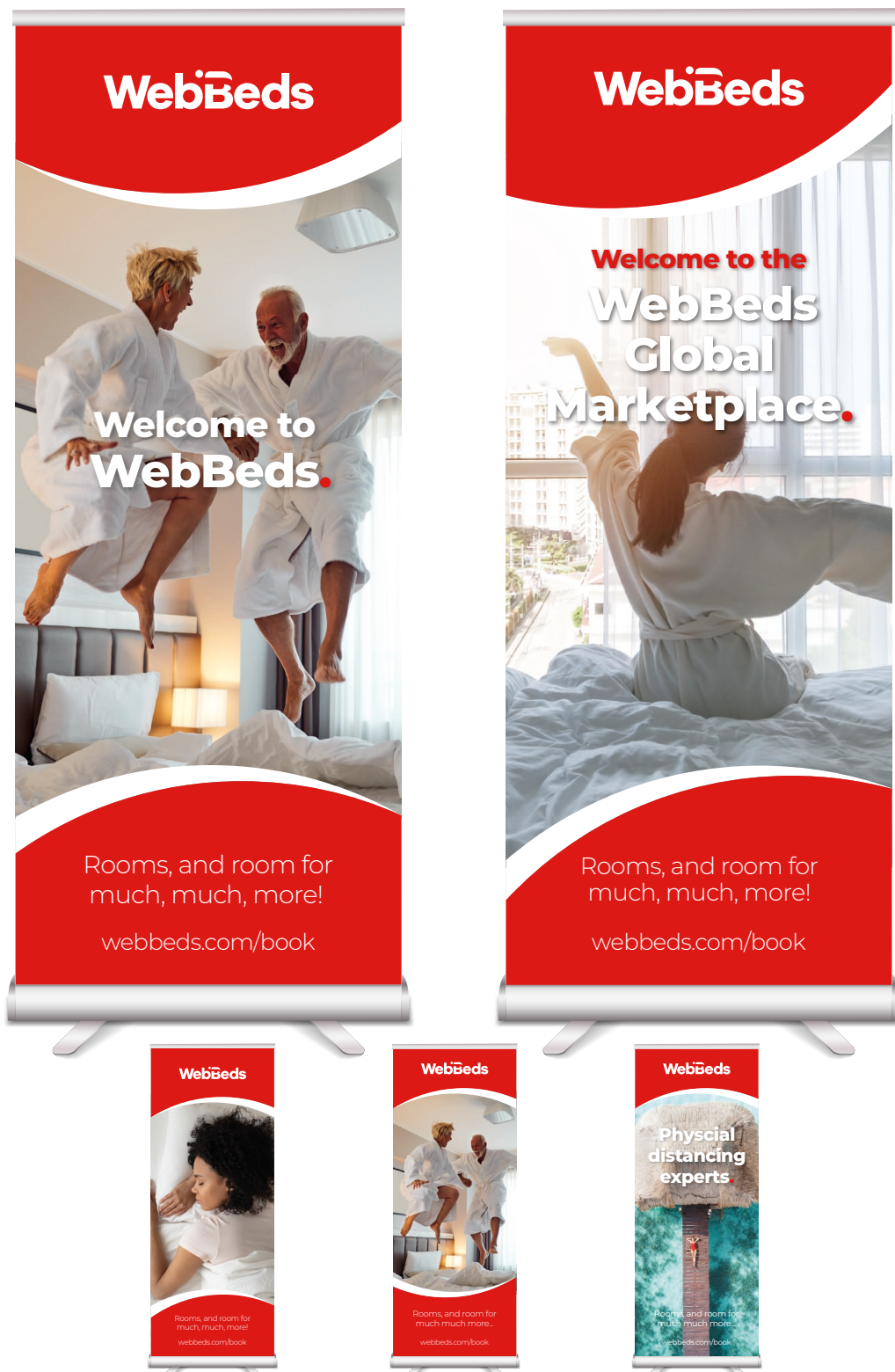
**Designers Note:** Centered WebBeds Circle Curve are preferred in square layouts, offset with the secondary curve, or single curve, being centered vertically. A single, solid fill, circle curve would also be acceptable in this layout.





The below examples show a variety of WebBeds Curve applications in a narrower roll-up banner layout. Where you have larger formats the circle curve is preferred, but always ensure you achieve balance in the negative spaces.

**Designers Note:** A single, solid fill, circle curve would also be acceptable - though this is preferred.





Merchandise and gifting should be practical, fun, useful, business-appropriate and where possible eco-friendly. Giveaways that serve a practical purpose are most popular and enhance the likelihood our brand will be displayed as a daily reminder of who we are and what we do.

Our brand should be clearly visible and ideally with a call to action (website URL, email address, phone number etc.) Some ideas include pens and stationary, calendars, bags and desktop storage solutions, drinks holders etc.



The logo for Webbed, featuring the word "Webbed" in a bold, red, sans-serif font. The letter "i" is stylized with a dot that forms a horizontal line, resembling a web. The background is white with a large, curved, red shape at the bottom and a grey shape above it.

# Webbed

**Need brand info or assistance?**

If you would like more information  
on our global brand creative, please contact:  
Geoff Ballard | Director of Marketing & Brand  
M. +61 438 595 734 | E. [geoff.ballard@webbeds.com](mailto:geoff.ballard@webbeds.com)