paratus

contents

❯❯ introduction

Welcome to the Brand Identity Guidelines

These brand identity guidelines will enable you to create a variety of communication materials for **paratus**. They'll provide you with the required detailed information on the principles of associated formats, such as signage and livery. By following these guidelines, you'll ensure that our audiences consistently receive a dynamic yet cohesive expression of the **paratus** brand.

More Information

If you work for **paratus**, you can access downloads held at www.paratus.com. Login using your corporate username and password or link directly from the intranet. You'll find artwork for the **paratus** logo, pdfs of collateral produced, as well as imagery.

Please contact your local **paratus** marketing representative, who will make sure you get access to marketing resources.

Support and Sign Off

Please inform **paratus** marketing when you begin to produce published material for the **paratus** brand. They'll be able to offer support and answer any questions you might have.

Jordan Ashwood

International Brand and Marketing Director for **paratus**
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⟫ strategic foundation

Our mission is to provide excellent service and relieve stress through our airline, hotel, and brewery that will leave the customer with a seamless quality experience.

The paratus tagline is "leave your stress behind", and we stand behind that. We help our customers to relax and lift their worries when it comes to making airline, hotel, or food arrangements.

It's imperitave that we present ourselves to our customers and the industry as an organized, consistent company with a clear vision - to be a reliable supplier of inspiring environments and experiences to customers.

One of the most visible ways we can present and reinforce this image is through our brand. It symbolizes everything we are about as a company, taking all of our strengths and presenting them as a unified image.

Our brand isn't some ambiguous invention of the marketing group, or just a logo, tagline, and color scheme. It's a daily reinforcement of why customers should begin and continue to do their book their arrangements with us. Our brand is a strategic asset that builds lasting memories, trust, and ultimately, relationships.

Building our brand will grow our market share and strengthen the appeal of our services. That's why it's essential that every member of the **paratus** team, including our strategic partners and creative agencies, implement the brand consistently and with a cohesive vision.

These guidelines are designed to help you achieve this goal.

⟫ brand design concept

Our brand design concept began with thinking about people and about the aspirational role **paratus** plays in creating the very best environment that people can relax or travel in. This is the tangible benefit of the **paratus** brand.

In Latin, paratus translates to being prepared or arranged. It's often used in the phrases "Semper Paratus" (always ready) and "In Omnia Paratus" (prepared for all things). We want our customers to know that they can depend on us to take care of their plans and make sure all of their needs and wants are satisfied.

The simplicity of the **paratus** pin directly correlates with the culture of the company. The brand is represented in a clean, clear, and consice manner so customers never have to be overwhelmed.

▶ logo

The **paratus** brand design appeals to many due to the simplistic, yet completeness of the brand. The **paratus** pin is made of three parts that complete a whole; just as the three services we offer create an enjoyable and relaxing environment. The arrow in the center represents our forward thinking and preparedness.

The green color reflects balance, reassurance, and refreshment, which are key elements we strive for in our **paratus** brand. We aspire to deliver these same elements to those who use our services.

The pin should always sit with the brand name, with the following exceptions: uniforms, livery, signage, stationery and the Brand Identity Guidelines.

Express permission from **paratus** marketing must be gained before use of the pin icon on its own.

Important

The logo may be rotated 30 degrees counter-clockwise for promotional items and covers to publications, such as the Brand Identity Guidelines.

Primary

To be used whenever possible.

Secondary

To be used as endorsement or equal party.

leave your stress behind

Tertiary

To be used for uniforms, livery, signage, stationery, mobile app, and the Brand Identity Guidelines.

logo color usage

Full Color

To be used whenever possible.

One Color

If printing is limited to one color, use the paratus green (right). If the logo needs to be knocked out of a color, use only the illustration to the left.

Black and white

Always try to use the logo in color, however, when you have to print using only black and white, it must be as illustrated in black (right) or in white (left).

Important

When printing the logo, always try to print using a 4 color process. If the logo has to be printed in pantone colors, the paratus green is 7489 C.

Each service has a specific color that is only to be used for items correlating to that branch of business. The appropriate color may substitute the **paratus** green in a one color printing job.

paratus green

C - 50	R - 127	Hex
M - 16	G - 163	#7ea378
Y - 60	B - 120	
K - 9		

paratus blue

C - 51	R - 96	Hex
M - 23	G - 128	#5f8093
Y - 15	B - 148	
K - 30		

paratus red

C - 17	R - 199	Hex
M - 78	G - 88	#c75845
Y - 77	B - 69	
K - 4		

paratus gray

C - 20	R - 163	Hex
M - 28	G - 145	#a2908a
Y - 28	B - 139	
K - 24		

logo exclusion zone

The **paratus** brand focuses on being simplistic and not overwhelming. In order to comply with the brand guidelines, it is important to maintain a certain amount of space around the logo. To achieve this goal, use the letter "a" (in proportion with the logo size) to measure the exclusion zone.

use a as x-height

x-height in box

logo size

For legibility reasons, the logo should never be sized below one and a half inches. However, there are no limits to how large the logo may be as long as it's kept proportional at all times.

1.5 inches

Minimum Size

One and a half inches. Example shown at 100% of acutal size.

Maximum Size

No maximum size restrictions. Please scale proportionally.

logo misuse

The logos are all saved to paths – which means they are rendered as vector art and can be continuously scaled. When changing size, it is important to do this proportionally and not stretch the art or alter the original proportions. Examples of logo misuse are shown below.

Do not stretch the logo in any way

Do not enlarge any part of the logo unproportionally with the rest of the logo

Do not alter the color for the primary logo (change of color only permitted with the three branches of service)

Do not use as a logotype with out the **paratus** pin

Do not deviate from the selected type-faces of the brand

Do not fill in the arrow on a one color print

❯❯ typefaces

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

0123456789

Typo Round Thin   Typo Round Italic Thin
Typo Round Light   Typo Round Italic Light
Typo Round Regular   Typo Round Italic Regular
Typo Round Bold   *Typo Round Italic Bold*

Display Font

Typo Round is the display typeface for **paratus**. This is used as the logo, titles, subtitles, and any item aspiring to catch attention.

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

0123456789

Avenir Next Ultra Light   **Avenir Next Demi Bold**
Avenir Next Ultra Light Italic   ***Avenir Next Demi Bold Italic***
Avenir Next Regular   **Avenir Next Bold**
Avenir Next Regualr Italic   ***Avenir Next Bold Italic***
Avenir Next Medium   **Avenir Next Heavy**
Avenir Next Medium Italic   ***Avenir Next Heavy Italic***

Copy Font

Avenir Next is the typeface chosen for any copy written by **paratus**. Avoid using Avenir Next Heavy and Avenir Next Heavy Italic when possible.

❯❯ photographic style

guidelines:

Photography is a reflection of the brand. paratus photography focuses on acheiving a clean and underwhelming mood.

- Images may be cropped
- Do not reduce image size to such an extent as to minimize impact.
- Allow plenty of white space around the images.
- Do not color-correct the images.
- Images for print should be at least 300 dpi at full size.
- Images for electronic or digital communications should be 72 dpi at full size.
- When creating a new photo, create a duotone replica (in corresponding branch color) at 60% over the original image.

paratus air

Promotional items should always include this image of dandelions fading into white with the label above the image. This provides a calming atmosphere for the customers of **paratus** air.

paratus inn

Promotional items should always include this image of raindrops fading into white with the label above the image. This gives a pure and simple mood for the customers of **paratus** inn.

paratus pub

Promotional items should always include this image of wood. This presents a rustic and entertaining feel for the customers of **paratus** pub to enjoy.
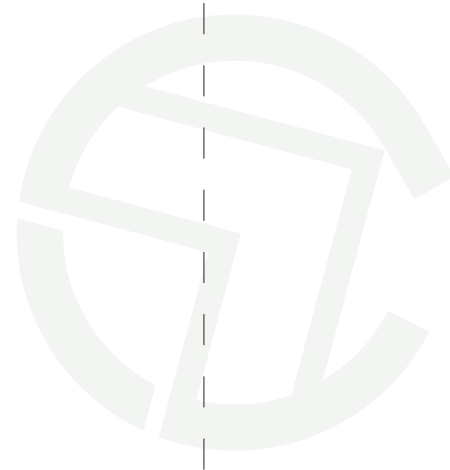
» graphic elements

paratus arrow

The paratus arrow is used strictly for headlines of communicative pieces with multiple pages.

light paratus pin

The light paratus pin is used as a background element for items that have multiple pages and also for stationary. Text can be written over this graphic element. Avoid using this graphic with photography or if the page is already over 70% full. Crop this image on the dotted line.

paratus call-out

The paratus call-out box is used to inform the reader of important tips that should not be missed. The CMYK values of this item are: C= 20, M = 28, Y = 28, K = 24, and altered to 50% transparency.

» design & tone of voice

The **paratus** tone of voice is simple and spoken with a conversational tone. We always offer an empathetic ear. We are a transparent organization and aim to create an honest and open relationship with our customers. We want to covey to the customer that we are:

- Friendly/Personal
- Professional
- Warm
- Honest
- Dependable
- Prepared
- Fun

When communicating with our customers we follow the rule of the five C's of communication. We want to be **clear** and use positive words. We aim to be **complete** with thoughts and messages. Being **concise** is also important, using short and direct statements limits confusion. The **cohesiveness** of our tone displays our focus on the patron. Finally, being **courteous** and understanding what the consumer needs and wants.

paratus is to always be in bold and only in lowercase to be consistent with the brand.

Please inform **paratus** marketing when you begin to produce published material for the **paratus** brand. They'll be able to offer support and answer any questions you might have.
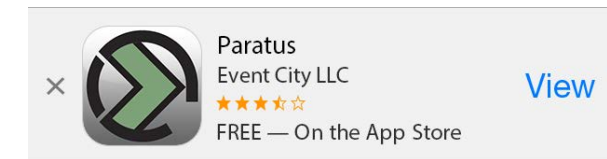
❯ mobile app

The **paratus** mobile app allows the users to book flights, make hotel arrangements, and order food and drinks with just the touch of a button. Here at **paratus**, we want to make life more simple for our customers, and this mobile application does just that.

This app eliminates the stress of having multiple different plans through multiple different platforms. The paratus app combines all of your travel needs in one place.

When a user creates plans via **paratus air** or **paratus inn**, reminders are built in to the application and will alert the user with a notification with the time of their arrangements. If there are any alterations with flights, the user will know immediately. With **paratus pub**, the user will be alerted with the time their food is expected to be finished (carry-out) and also how close the driver is if delivery was chosen.

	Paratus	
✕	Event City LLC ★★★½☆ FREE — On the App Store	View

Alex Brooks

No. 43-84527
Issued on 6/17/2012

IT Department

❯ stationery

Our stationery is consistent and cohesive with the rest of our branding materials. Below are examples of our folders, letterhead, business card, envelope, and pencil. These items are seen internally, externally, and with other businesses. Also shown are a couple examples of our ID cards used for employees in the home office.

Kirsten Phillips

No. 12-012492
Issued on 4/26/2014

Marketing Department

paratus air

paratus continually strives to be a respected community partner in the neighborhoods where we do business and live. We recognize the critical role we play in your travel needs and will do whatever we can to make your trip more enjoyable.

22 Brand Identity Guidelines

It is important that the design for **paratus** air is clean and calming as a large population of customers are still uneasy flying. We offer a plethora of snacks and beverages that are packaged by **paratus** to remind our customers that they can depend on us for their travel needs.

paratus inn

From the moment you step into **paratus** inn, you will recognize this is not an ordinary hotel. Modeled after small, family owned and operated European hotels, you will be indulged with personalized service in a warm, inviting, and unique atmosphere. Pamper yourself in the warm and inviting atmosphere of the hotel rooms. The décor gives the soothing feeling of calm complimented by plush duvets and pillows, high quality bed linens, fluffy towels, bath robes and many other personal amenities.

Experience the extra amenities of one of our hotel suites with the added ambiance of an electric fireplace or the soothing massage of the bedroom whirlpool, and you'll know the **paratus** inn is more than just another hotel.

paratus pub

From quiet conversation in an upscale lounge to a fun night out with family and friends, **paratus** pub will cater to any occasion.

Offering tours and tastings, **paratus** pub is great for groups!

Take in live music at several spots and try our delicious burgers and one of our many beers!

After a long and busy day, we want our customers to kick their feet up and relax. The last thing they should be thinking about is cooking and doing more work. With the touch of a button, they can order our gourmet grub for delivery!