



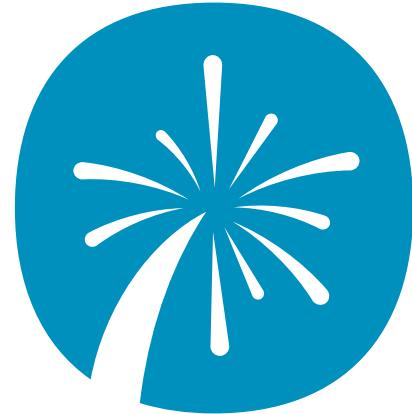
The SellOff Vacations Corporate Brand Standards has been designed to preserve the company's branding - creating brand clarity, and strengthening brand identity across a number of applications. The outlined guidelines define the brand elements in terms of colour, typographic treatments, proportions and placements. It ensures that everyone who works with SellOff Vacations brand fully understands and respects what the brand represent across all forms of communications.



---

Corporate **Brand** Standards

Icon:



Logo english version

**Selloff**  
**vacations**

Dot COM version - English

**Selloff**  
**vacations.com**

Logo french version

**vacances**  
**Selloff**

Dot COM version - French

**vacances**  
**Selloff**  
.com

## Family Font: Ubuntu

**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

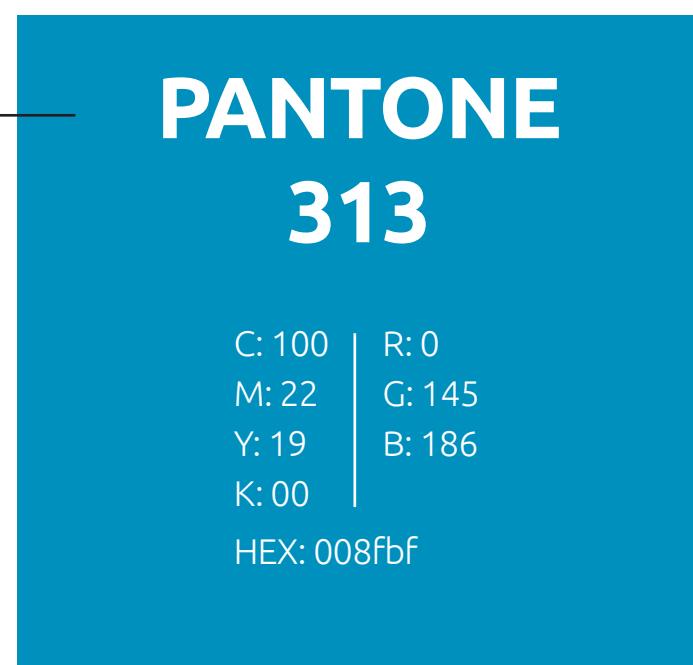
**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

**Ubuntu**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam  
1234567890

## Colours:

Primary



Secondary



## Brand elements (Prices):



## Business Card:



Email  
template:



1-877-SellOff (1-877-735-5633)  
Book online 24/7, call an expert or  
visit one of our 40 locations across Canada

Last Minute  
Deals

Cruise

Flights

Groups

Insurance



Varadero, Cuba

**Be Live Experience  
Varadero**



Last minute  
**Offers**



**Memories Flamenco  
Beach Resort** ★★★★ plus  
Oct 03, 2015 - 7 nts  
Toronto to Cayo Coco



**\$335** +350 taxes

*Revel in the world's second  
largest barrier reef!*

**Cruise  
offers**



**MSC Divina**  
7 Nights Eastern Caribbean  
Cruise Departing Dec 05, 2015,  
Air from Toronto to Miami, FL



**\$495** +568 taxes

*Instant tax savings of \$200  
per couple*

**Luxury  
vacations**



**Royalton Riviera Cancun  
Resort & Spa** ★★★★  
Oct 03, 2015 - 7 nts  
Toronto to Cayo Coco



**\$795** +470 taxes

*Instantly save up to \$100 on  
this vacation!*

**Sunset Beach Resort  
Spa, Waterpark** ★★★★  
Oct 02, 2015 - 7 nts  
Thunder Bay to Montego Bay



**\$782** +350 taxes

*Long time Canadian favourite!*

**Thomson Dream**  
7 Nights Pride of Panama Cruise  
Departing Jan 05, 2016, Air from  
Toronto to Montego Bay, JA



**\$695** +568 taxes

*Get \$200 shipboard credit  
per cabin*

**Riu Palace St Martin**  
★★★★★  
Oct 03, 2015 - 7 nts  
Toronto to St Martin



**\$1155** +470 taxes

*Instantly save up to \$100 on  
this vacation!*

[View more deals](#)

[View more deals](#)

[View more deals](#)

**Europe  
Deals**

**European packages**  
Discover Rome – packages now on  
sale starting from **\$899** + taxes.

[View more deals](#)

**USA  
Vacations**

**Florida Vacations**  
USA instant savings –  
\$200 per couple

[View more deals](#)

**Flight  
Sale**

**Flight Deals**  
Receive PRICE DROP SECURITY on  
your Flight !

[View more deals](#)

## What you should know

### Insurance

Don't forget to purchase your travel  
insurance before you go!



### Destination Weddings

Get a competitive quote on your  
destination wedding.



### Group Travel

6 people qualify for instant group  
savings!



Join our travel **community!**



Stay **connected** and **tune in!**

Ad Style:

**SellOff  
vacations**

Special offer for Kids

**Kids Stay FREE!**  
One Child 2-17 for each adult

**Disney Port  
Orleans**  
★★★★  
7 nts including  
air & hotel  
Jun 06 & 10  
**\$695**

Flyer template:

**SellOff  
vacations**

1-877-SellOff (1-877-735-5633)  
Book online 24/7, call an expert or  
visit one of our 40 locations across Canada

**Save up to 40%**

**Live the many senses of Cuba**

Meliá Hotels International Cuba offers you exclusivity, comfort and elegance in the most attractive Cuban destinations. Located on the spectacular beaches of Varadero and Holguín, in the exotic Cayos of Cuba and in cities rich in legends such as Havana and Santiago de Cuba. Be prepared for an unforgettable vacation Cuban style.

**MELIÁ HOTELS INTERNATIONAL CUBA**

**Toronto departures | Book your Cuba vacation**

**Meliá Marina Varadero**  
★★★★plus  
Varadero, Cuba  
Sept. 27, 2015  
7 Nights  
**\$335**  
+350 taxes

**Meliá Jardines del Rey**  
★★★★  
Cayo Coco, Cuba  
Sept. 28, 2015  
7 Nights  
**\$439**  
+350 taxes

**Paradisus Princesa del Mar** ★★★★  
Varadero, Cuba  
Sept. 27, 2015  
7 Nights  
**\$795**  
+350 taxes

SellOffVacations.com  
31 Fasken, Toronto, Ontario, Canada, M9W 1K6 | Copyright © 2015 SellOffVacations.com | Ontario Reg. #4276176 - British Columbia license #3731 - Quebec Permit # 702928  
This email is intended for mdobbin@sunwing.ca. If you have received this email in error or wish to unsubscribe, click [here](#).  
Unfortunately, replies to this email will not be received by SellOffVacations.com. If you have questions or wish to give feedback, please share it with us at SellOffVacations.com.  
The privacy of your information is top priority at SellOffVacations.com; for more information, please visit our Privacy Policy.  
Be the first to know about the latest offers and travel deals from SellOffVacations.com, by adding no-reply@e.selloffvacations.com to your email address book or safe senders list.



1-877-SellOff (1-877-735-5633)  
Book online 24/7, call an expert or  
visit one of our 40 locations across Canada

Save up to \$ **305**  
per couple

Live the many  
senses of Cuba

MELIÁ HOTELS  
INTERNATIONAL  
CUBA



Meliá Hotels International Cuba offers you exclusivity, comfort and elegance in the most attractive Cuban destinations. Located on the spectacular beaches of Varadero and Holguin, in the exotic Cayos of Cuba and in cities rich in legends such as Havana and Santiago de Cuba. Be prepared for an unforgettable vacation Cuban style.

Toronto departures | Book your **Cuba vacation**



**Melia Marina Varadero**  
★★★★plus  
Varadero, Cuba  
Sept. 27, 2015  
7 Nights  
**\$335**  
+350 taxes



**Melia Jardines del Rey**  
★★★★  
Cayo Coco, Cuba  
Sept. 28, 2015  
7 Nights  
**\$439**  
+350 taxes



**Paradisus Princesa del  
Mar** ★★★★  
Varadero, Cuba  
Sept. 27, 2015  
7 Nights  
**\$795**  
+350 taxes

SellOffVacations.com  
31 Fasken, Toronto, Ontario, Canada, M9W 1K6 | Copyright © 2015 SellOffVacations.com | Ontario Reg. #4276176 - British Columbia license #3731 - Quebec Permit # 702928  
This email is intended for mdobbin@sunwing.ca. If you have received this email in error or wish to unsubscribe, click here.  
Unfortunately, replies to this email will not be received by SellOffVacations.com. If you have questions or wish to give feedback, please share it with us at SellOffVacations.com.  
The privacy of your information is top priority at SellOffVacations.com; for more information, please visit our Privacy Policy.  
Be the first to know about the latest offers and travel deals from SellOffVacations.com, by adding no-reply@e.selloffvacations.com to your email address book or safe senders list.

Save up to **40%**

Save up to \$ **305**  
per couple

**50%** OFF

# Images style:



1-877-SellOff (1-877-735-5633)  
Book online 24/7, call an expert or  
visit one of our 40 locations across Canada



1-877-SellOff (1-877-735-5633)  
Book online 24/7, call an expert or  
visit one of our 40 locations across Canada



1-877-SellOff (1-877-735-5633)  
Book online 24/7, call an expert or  
visit one of our 40 locations across Canada



1-877-SellOff (1-877-735-5633)  
Book online 24/7, call an expert or  
visit one of our 40 locations across Canada