



Use of the HBAA logo – brand guidelines

Contents

THE LOGO	1
PROTECTION ZONES	2
DOS AND DON'TS	3
SPOT COLOURS	4
4-PROCESS COLOURS	5
BLACK AND WHITE VERSION	6
TYPEFACES	7

The logo represents our services internationally by using orbital lines in four colours each representing one of our skill areas in addition to the HBAA text.

The letters HBAA represent the Association – we no longer refer to ourselves as Hotel Booking Agents Association.

Please do NOT use either of these elements separate from the other – the text HBAA on its own without the orbital lines or the orbital lines without the letters HBAA.



We have a tagline:

The trade association for the hotel booking agency, apartment and venue community.

Where space permits and where appropriate, please use this tagline in conjunction with the logo and always in the corporate font (Bliss family, please see page 7 for typeface examples).

Our logo is the keystone of our brand identity, an expression of our personality and our values. It represents quality, reliability and leadership. It has become widely recognised in our industry and symbolises trust and efficiency.

As one of the most important pieces of intellectual property we own, our HBAA logo must be protected through proper use. To communicate most effectively, a minimum amount of space is to be left clear of text, symbols, logos and other extraneous graphic elements. In no instance should a line of text or any other visual element overlay the logo.

The protection zone specifications are proportionate to the logo and are derived from the height and width of the capital 'H'. A minimum of one 'H' on each side of the logo will contribute to the legibility of our logo.



Example of the clear zone without the guides



The HBAA logo is the cornerstone of our brand identity. Whenever and wherever it appears, it should always be clear and visible. Care should therefore be taken in controlling the background on which it is presented in order to optimize legibility. The correct and incorrect examples illustrated here will serve as a useful guide when you are developing a layout or choosing an environment or a medium in which the logo will be displayed.

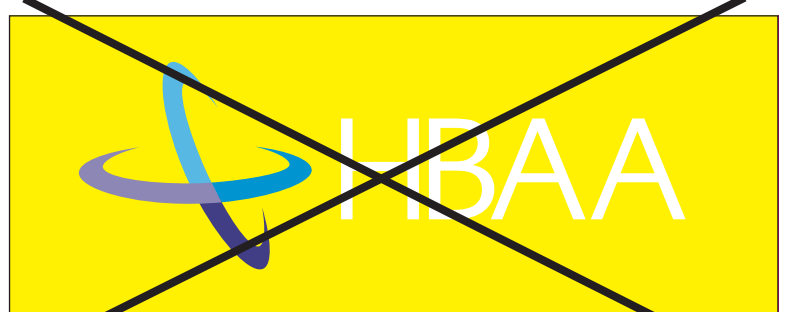
To maximize readability, it is strongly recommended that the HBAA logo only appear on solid backgrounds such as dark blue, black or white. Avoid using busy backgrounds such as photos, illustrations or patterns. However, if the environment dictates the use of a background photograph, please ensure that it is not busy or complex and that the logo remains legible.

Please do not use colours outside of the approved colour palette (see page 5). Avoid using blends, drop shadows, filters or effects.

DO



DON'T



When limited colour is available, the logo should always be used in the corporate colours. Here are listed the Pantone colours or spot colours chosen. Please note therefore that despite appearing to have many colours the logo is actually only made of the two parent colours shown (Pan 274 and Pantone Process Blue)

HBAA PRIMARY COLOURS



PANTONE
274



PANTONE
Process Blue

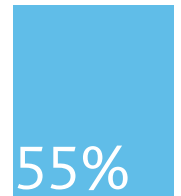
HBAA SECONDARY COLOURS



70%
PANTONE
274



40%
PANTONE
274



55%
PANTONE
Process Blue

Although not a colour of the HBAA logo, Pantone Process Magenta may be used in supporting design elements (such as text, text boxes or associated graphic elements) to add impact, interest and contrast.

HBAA TERTIARY COLOUR



100%
PANTONE
Process Magenta

When full colour (or 4-process colour) is available the logo should always be applied using these breakdowns.

HBAA PRIMARY COLOURS



100c
100m
32k



100c
10m
10k

HBAA SECONDARY COLOURS



80c
80m
22k



40c
40m
11k



55c
5m
5k

Although not a colour of the HBAA logo, 100% Magenta may be used in supporting design elements (such as text, text boxes or associated graphic elements) to add impact, interest and contrast.

HBAA TERTIARY COLOUR



100m

When only one colour is available (such as press ads printed on newsprint) please use the mono version shown here.



When used consistently, the Bliss typestyles contribute to the characteristic look of the HBAA brand. Bliss Light is primarily used for headlines and info texts. Bliss Bold is used for Sub heads and emphases.

Bliss Light

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Bliss Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890