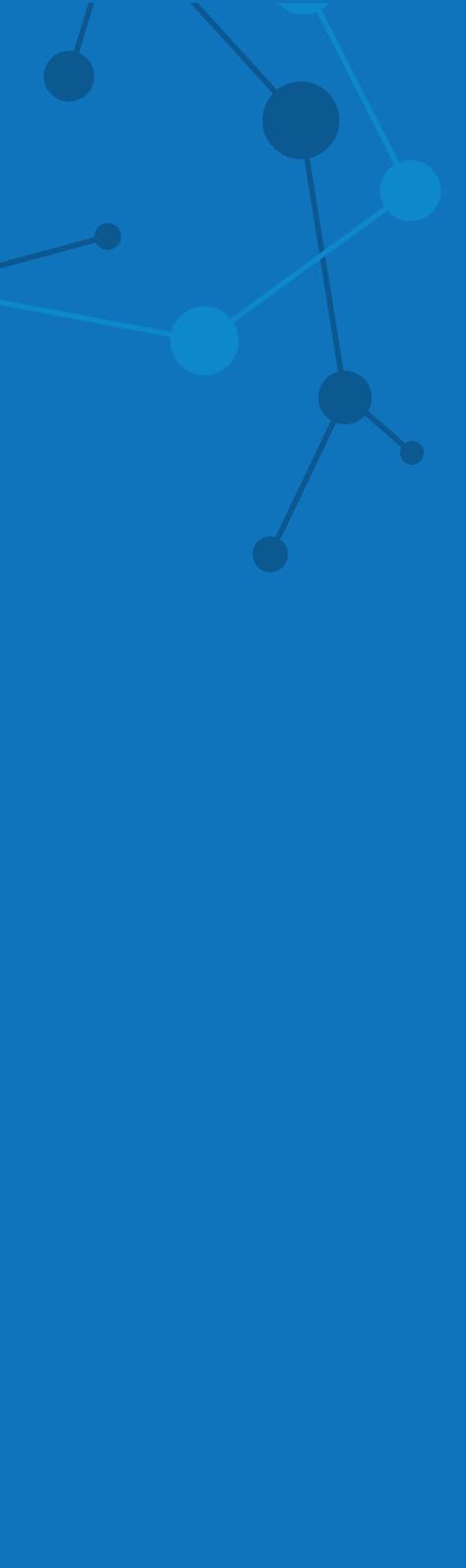
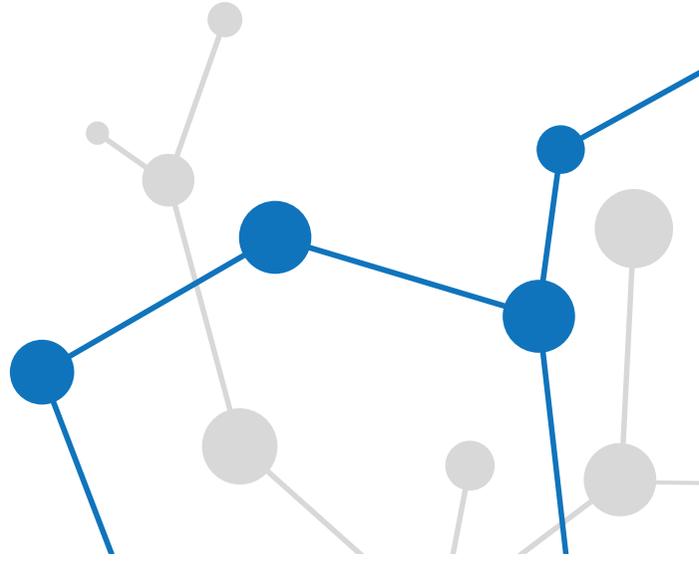


A network diagram background consisting of interconnected nodes and lines. The nodes are represented by circles of varying sizes and colors, including light blue, dark blue, and black. The lines connecting them are thin and light blue. The overall structure is a complex, interconnected web of nodes and edges, suggesting a network or data flow.

TTN



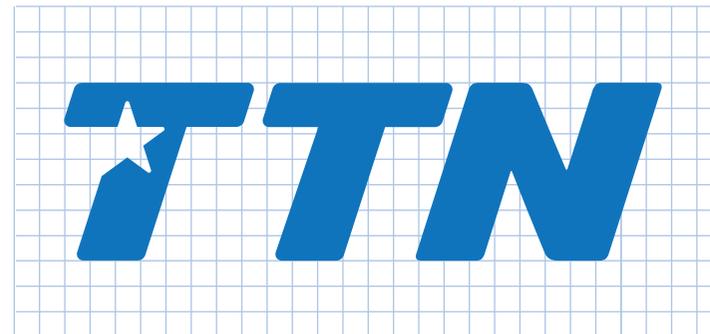
CONTENT

- 01.** Main logo
 - 02.** Logo clearspace
 - 03.** Logo color and placement
 - 04.** Sign and favicon
 - 05.** Design elements
 - 06.** Font usage
 - 07.** Color
 - 08.** Business documents
 - 09.** E-mail
 - 10.** Souvenirs
- 

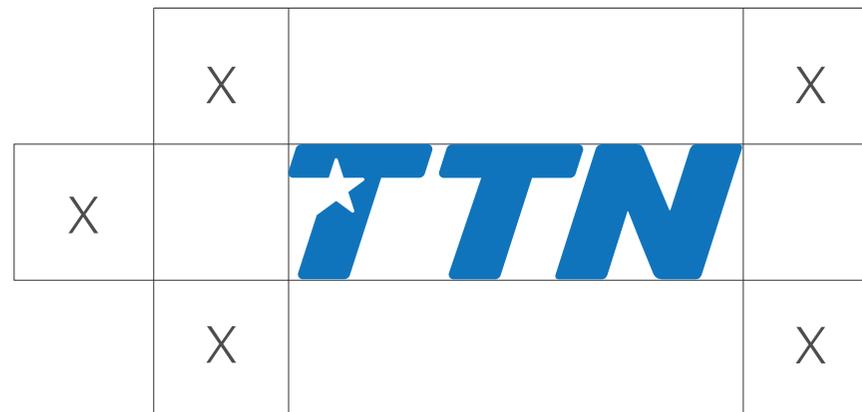
01. MAIN LOGO

Tickets Travel Network (TTN) is one of the most distinctive and expansive travel distribution companies in Europe. It was created in early 2015 through a merger of leading online travel agencies in Eastern Europe.

As a smart travel provider, we offer our customers an extensive offering for all their needs: flights, rail, hotels, insurance, car hire as well as other travel and leisure related services.



02. LOGO CLEARSPACE



#PLEASE DO NOT

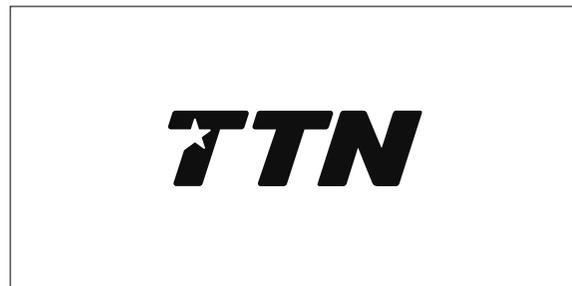
- Modify the shape of the logo.
 - Use an unauthorized color on any part of the logo.
 - Outline any part of the logo.
 - Recreate the logotype.
 - Use the logo as text, in a sentence or headline.
 - Angle or distort the logo.
 - Create any unauthorized logo lock-ups with text or symbols.
 - Use the logo on backgrounds, which can hinder its legibility.
-

03. LOGO COLOR AND PLACEMENT

#COLOR AND PLACEMENT

Whenever possible, the corporate color logo (Blue, White and Black) should be applied. In addition, the logo may be produced as a blind emboss/deboss, or as a white, silver or clear foil stamp.

On backgrounds to preserve legibility, the white logo should only be placed on a blue or black background color. When positioning the logo on a colored background, the value of the background determines how the logo is used. When positioned on black or white background, the logo should appear in white or black colors.

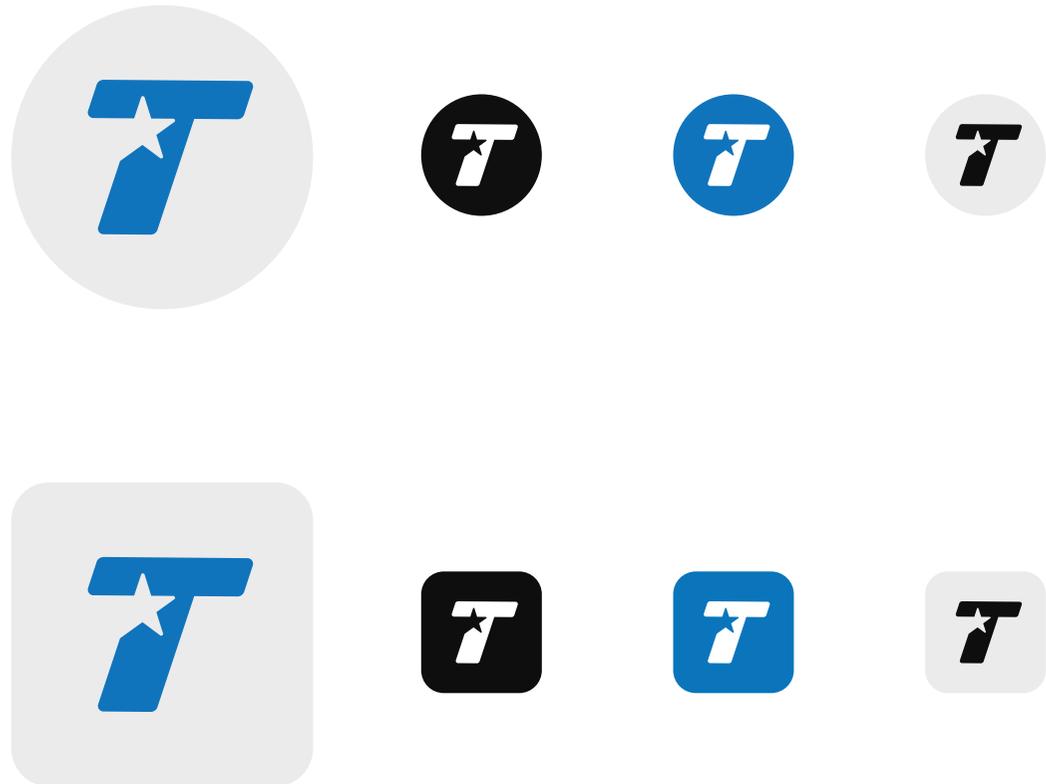


04. SIGN AND FAVICON

#SIGN AND FAVICON

A favicon (short for favorite icon), also known as a shortcut icon, website icon, tab icon, URL icon or bookmark icon, is a file containing one or more small icons, associated with a particular website or web page.

When using the TTN “T” icon on a square background, please maintain padding and placement exactly as displayed. This padding is based on the dimensions of the container and ensures that the icon will be read correctly. When used without a background, the icon should have clear space on all sides, in proportion with the prescribed padding.

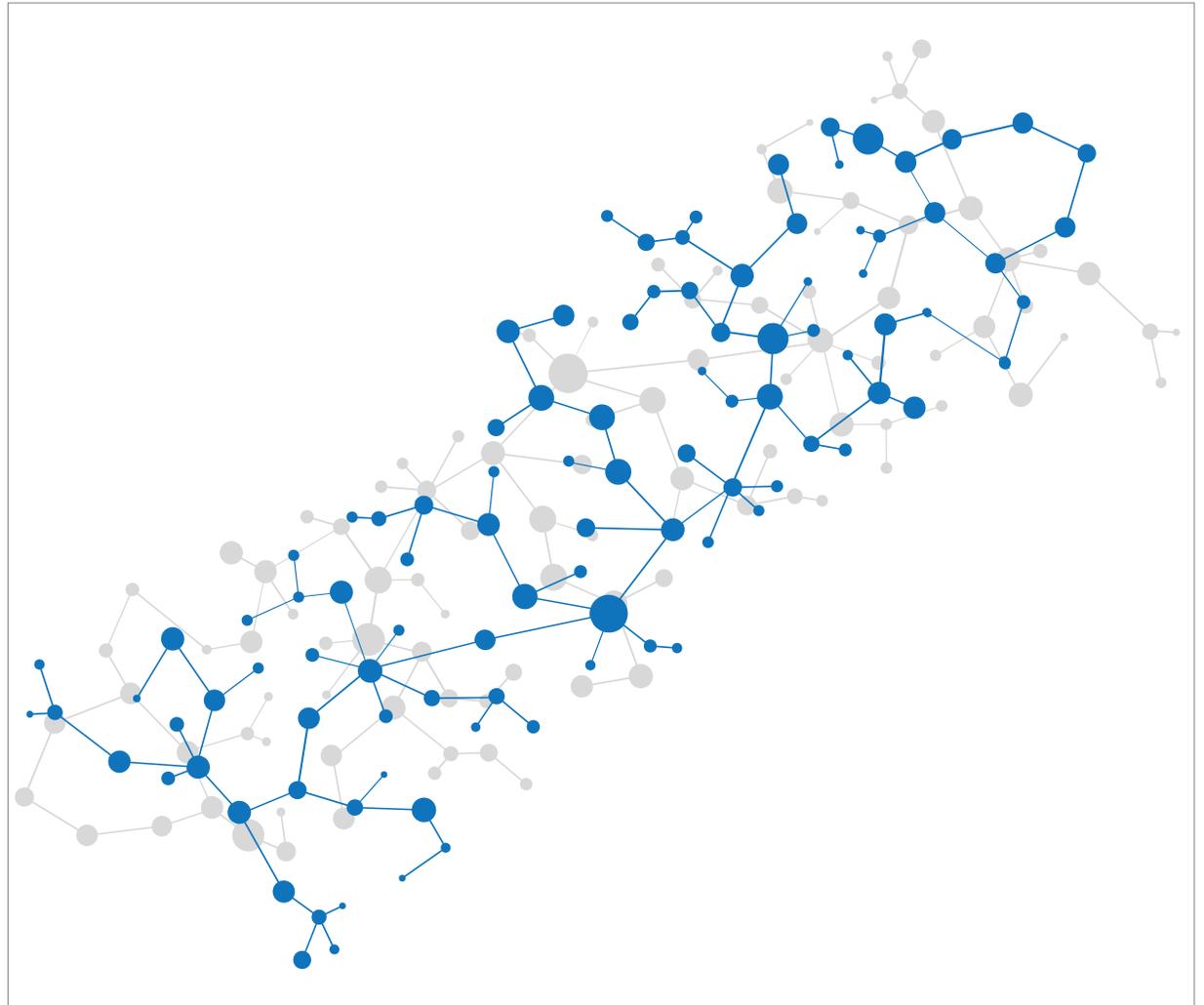


05. DESIGN ELEMENTS

#STRUCTURE MODULE

Graphic element shows our infinite opportunities to develop and provide a tailored service.

TTN provides a wide range of travel services and thanks to technological innovations, we develop new solutions foreseeing customer needs.



06. FONT USAGE

#PRIMARY FONT

The PF Square Sans Pro font-family is our standard typeface for all design deliverables. This simple, clean font is suitable for TTN. And while there is a wide range of faces and weights, our standard faces are Light, Regular, Medium and Bold.

Aa

PF Square Sans Pro (Light)

Aa

PF Square Sans Pro (Regular)

#USAGE EXAMPLE

DISPLAY HEAD LOOK LIKE THIS

PF Square Sans Pro (Bold)

Kerning optical

Tracking -10

Body text looks like this.

PF Square Sans Pro (Light)

Kerning optical

Tracking -10

Aa

PF Square Sans Pro (Medium)

Aa

PF Square Sans Pro (Bold)

PF Square Sans Pro (Light)

PF Square Sans Pro (Medium)

PF Square Sans Pro (Regular)

PF Square Sans Pro (Bold)

06. FONT USAGE

#SECONDARY FONT

Best practice is to apply the most readable fonts. Unfortunately, it is easier said than done. Experts do not always agree on which fonts are the most readable or which ones are the most appropriate for the web use. There are thousands of fonts and font variations that could potentially be used on a web site, especially with support for font embedding.

#USAGE EXAMPLE

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Aa Aa

Arial Regular Arial Bold

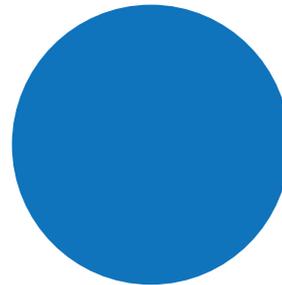
Arial (Regular)
Arial (Bold)

07. COLOR

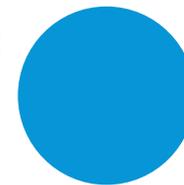
#PRIMARY PALETTE

TTN Blue is recognized as our brand-specific color. Your projects should always incorporate it. Ninety percent of your color choices should be based on the primary color palette. When making color selection, consider adding black, white and grey to serve as foundation colors that combine well with the white, blue or grey.

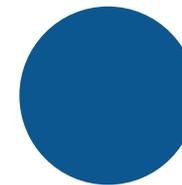
Blue is a cool and calming color that shows creativity and intelligence. The blue color is popular among large companies and airlines. This color symbolizes loyalty, strength, wisdom and trust. Blue is the color of the sky and the sea and is often used to represent these images.



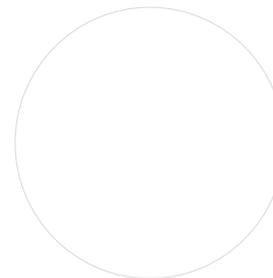
HEX 1B75BC
RGB 27/117/188
CMYK 85/50/0/0



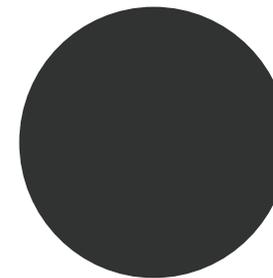
HEX 0788CA
RGB 7/136/202
CMYK 85/25/0/0



HEX 135991
RGB 19/89/145
CMYK 85/50/0/30



HEX FFFFFFFF
RGB 255/255/255
CMYK 0/0/0/0



HEX 333333
RGB 51/51/51
CMYK 0/0/0/90



HEX EAEAEA
RGB 234/234/234
CMYK 0/0/0/10



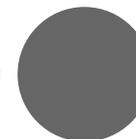
HEX D8D8D8
RGB 216/216/216
CMYK 0/0/0/20



HEX BEBEBE
RGB 190/190/190
CMYK 0/0/0/40



HEX 999999
RGB 153/153/153
CMYK 0/0/0/50



HEX 666666
RGB 102/102/102
CMYK 0/0/0/75



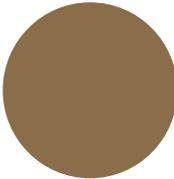
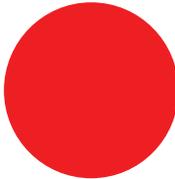
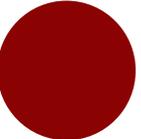
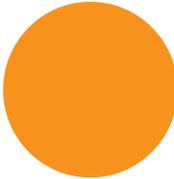
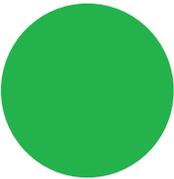
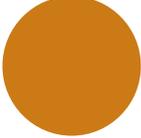
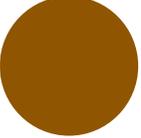
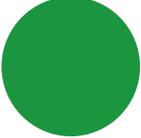
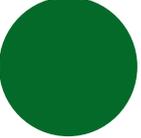
HEX 000000
RGB 0/0/0
CMYK 0/0/0/100

07. COLOR

#SECONDARY PALETTE

Our secondary palette may be used in ten percent of your layout. Use these colors to fill in the spectrum; this palette is comprised of fresh colors that can complement and balance our TTN BTM blue.

Consider the tone of the project when utilizing the secondary colors. The use of too many bright colors can appear overly primary and dilute the visual impact of our blue. They should be used sparingly for visual variance and to inject interest in the layout.

	HEX 8C6E4B RGB 140/110/75 CMYK 40/50/75/20		HEX FF0000 RGB 255/0/0 CMYK 0/100/100/0
	HEX C7B5A2 RGB 199/181/162 CMYK 22/26/35/0		HEX A3896C RGB 163/137/108 CMYK 35/42/60/7
	HEX 604032 RGB 96/77/50 CMYK 40/50/75/50		HEX D26147 RGB 210/97/71 CMYK 0/70/70/15
			HEX C4161C RGB 196/22/28 CMYK 0/100/100/20
			HEX 8B0304 RGB 139/3/4 CMYK 0/100/100/50
	HEX F7941D RGB 247/148/29 CMYK 0/50/100/0		HEX 0DB14B RGB 13/177/75 CMYK 80/0/100/0
	HEX FBB161 RGB 251/177/97 CMYK 0/35/75/0		HEX CC7B16 RGB 204/123/22 CMYK 0/50/100/20
	HEX 905501 RGB 144/85/1 CMYK 0/50/100/50		HEX 03953F RGB 3/149/63 CMYK 80/0/100/20
			HEX 84C98B RGB 132/201/139 CMYK 50/0/60/0
			HEX 006B2A RGB 0/107/42 CMYK 80/0/100/50
			HEX 0DB14B RGB 13/177/75 CMYK 80/0/100/0

08. BUSINESS DOCUMENTS

#WORD DOCUMENT

It is not always possible to make all your Word documents accessible to all users so it is important to remember that you should also provide a document tagline that offers to provide the information in an alternative format upon request.

The best practice is to type word documents in font size 14, no smaller than font size 10, to assist readers with visual impairments. Remember that not all of the font sizes will suit everyone. However, it should be easy to provide the document in an alternative font size upon request.

Double or 1.5 spacing between lines can make a document more accessible.



Arial Regular 8pt — TTN
Tickets Travel Network GmbH
FN 433340 s
address: 7a Tuchlauben, 1010 Vienna, Austria
phone: +43 (720) 88-28-84
e-mail: welcome@ticketstravelnetwork.com

Arial Bold 16-20pt — **What is Lorem Ipsum?**

Arial Regular 10-14pt — Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet...", comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham. There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

www.ticketstravelnetwork.com Travel is in our DNA

08. BUSINESS DOCUMENTS

#BUSINESS CARD

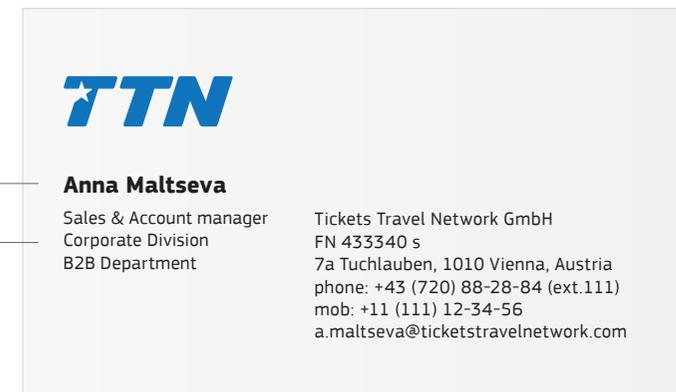
Business cards are an essential part of any business. Despite the web content has taken over almost every sphere of our lives, business cards frequently remain the only option to establish a new contact at the same seminar or even at a coffee shop.

Using brand identity in your business card design can contribute greatly to establish brand recognition.

Size of Business Card:
90 x 50 mm.



BACK



FACE

PF Square Sans Pro (Bold) 9pt

PF Square Sans Pro (Regular) 7pt

08. BUSINESS DOCUMENTS

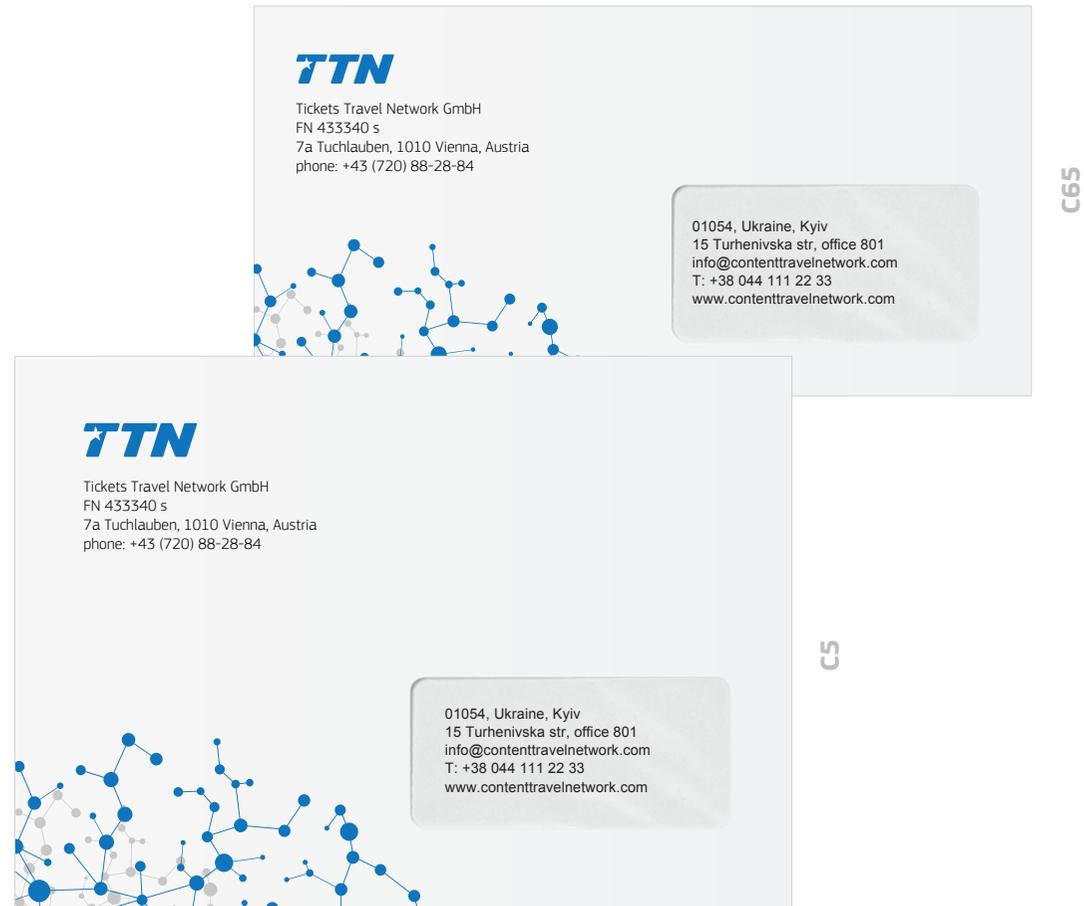
#ENVELOPE C65 & C5

Whether for personal or business use, envelopes are an important part of your branding and messaging. Envelopes are often the first communication means seen by your audience. Make this impression a good one.

Size of envelope:

C5 – 162 x 229 mm.

C65 – 114 X 229 mm.



08. BUSINESS DOCUMENTS

#ENVELOPE C4

Speaking of business communication, envelopes can create a tangible feeling of your brand.

Thus, it is necessary to have them coming in all sizes and dimensions.

Size of envelope:
C4 – 229 x 324 mm.

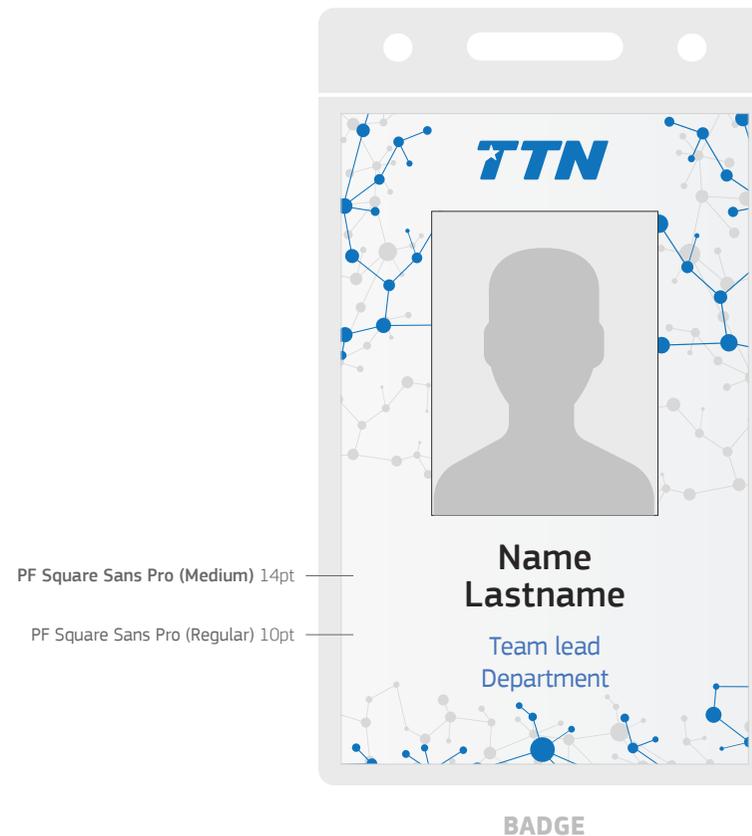
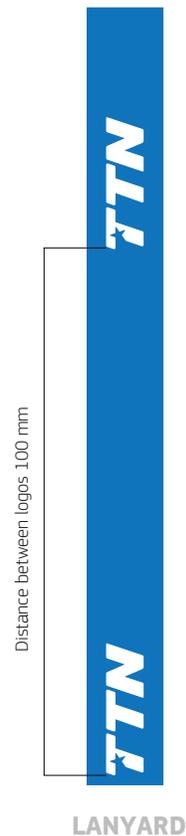


08. BUSINESS DOCUMENTS

#CORPORATE BADGE

Employee badges help create a secure environment, streamline business processes and improve the efficiency of your organization. Employee badges help you control access and provide enhanced security to your business and employees.

Size of badge:
55 x 87 mm.



08. BUSINESS DOCUMENTS

#POWER POINT DOCUMENT



COVER*



DIVIDER SLIDE*

*Example how to use

08. BUSINESS DOCUMENTS

#POWER POINT DOCUMENT

Travel Network

Business oriented development strategy:

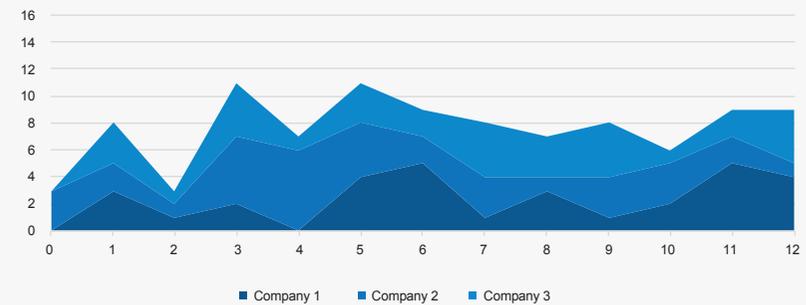
- Direct contracts with local providers
- Revenue share model from partner contracts! Be a supplier!
- Priority of Implementation for new providers based on potential revenue
- Drive fast: we are very fast in implementation: from 2 weeks to 2 months implementation plan
- 1 month piloting with key partners, and product release!



03

TEXT SLIDE*

Travel Network



04

INFOGRAPHIC SLIDE*

*Example how to use

09. E-MAIL

#E-MAIL SIGNATURE

Email signatures contain alternative contact details, pertinent job titles and company names, which help the recipient get in touch when emails are not responded to. Sometimes, they give the recipient an idea of who wrote the email in case it has been a while since they have been in touch.

Why are email signatures important? They may be boring and the last item on your list of things to get right, but they affect the tone of every email you write.

Dear Mr. Leaf:

Let me begin by thanking you for your past contributions to our Little League baseball team. Your sponsorship aided in the purchase of ten full uniforms and several pieces of baseball equipment for last year's season.

Next month, our company is planning an employee appreciation pancake breakfast honoring retired employees for their past years of service and present employees for their loyalty and dedication in spite of the current difficult economic conditions.

—

Yours sincerely,
Oksana Garkusha | Head of Devision | [Tickets Travel Network](#)
Phone: +43 (720) 88-28-84



10. SOUVENIRS



10. SOUVENIRS





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