TTN

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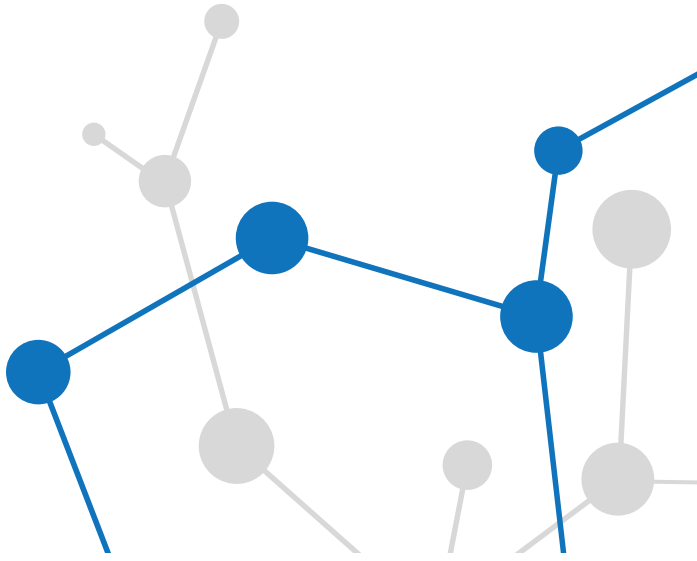
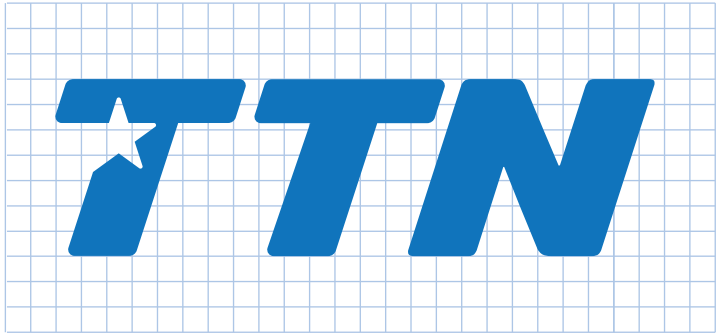


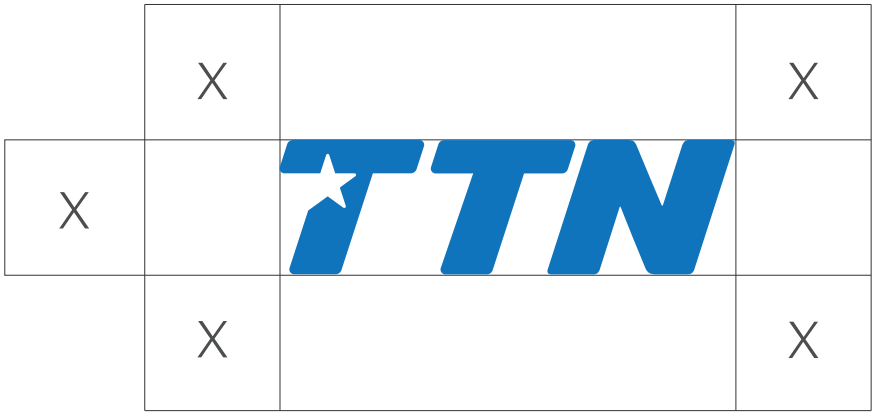
01. MAIN LOGO

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: fights, rail, hotels, insurance, car hire as well as other travel and leisure related services.



02. LOGO CLEARSPACE



#PLEASE DO NOT

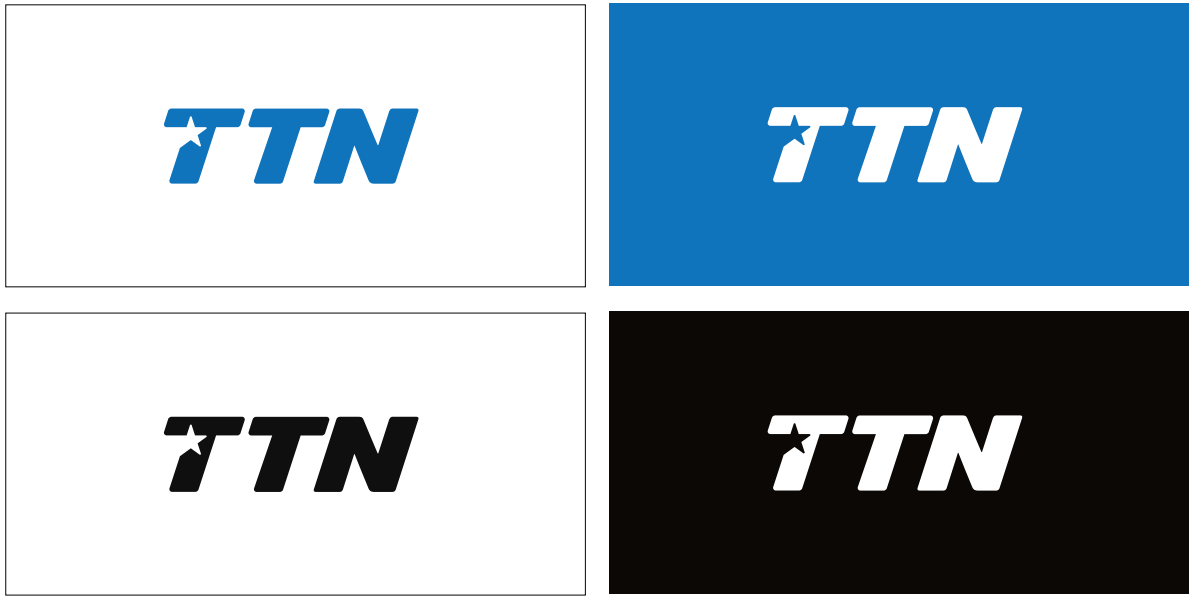
- Modify the shape of the logo.
- Use an unauthorized color on any part of the logo.
- Outline any part of the logo.
- Recreate the logotype.
- Use the logo as text, in a sentence or headline.
- Angle or distort the logo.
- Create any unauthorized logo lock-ups with text or symbols.
- Use the logo on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

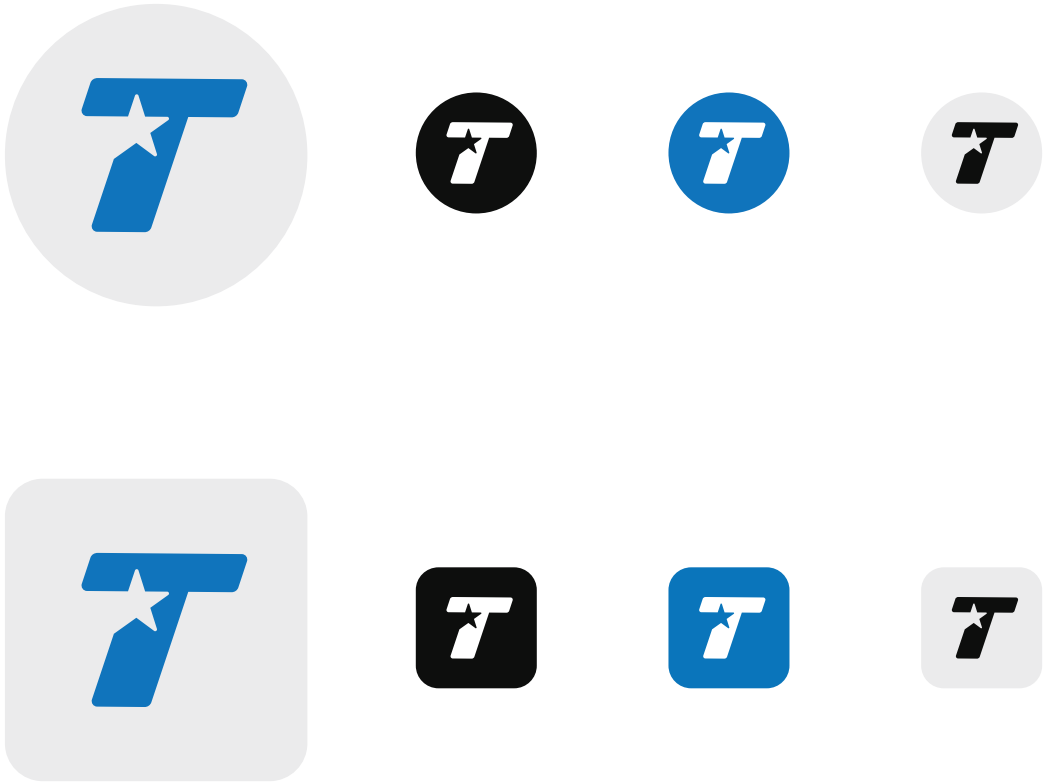


04. SIGN AND FAVICON

#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.

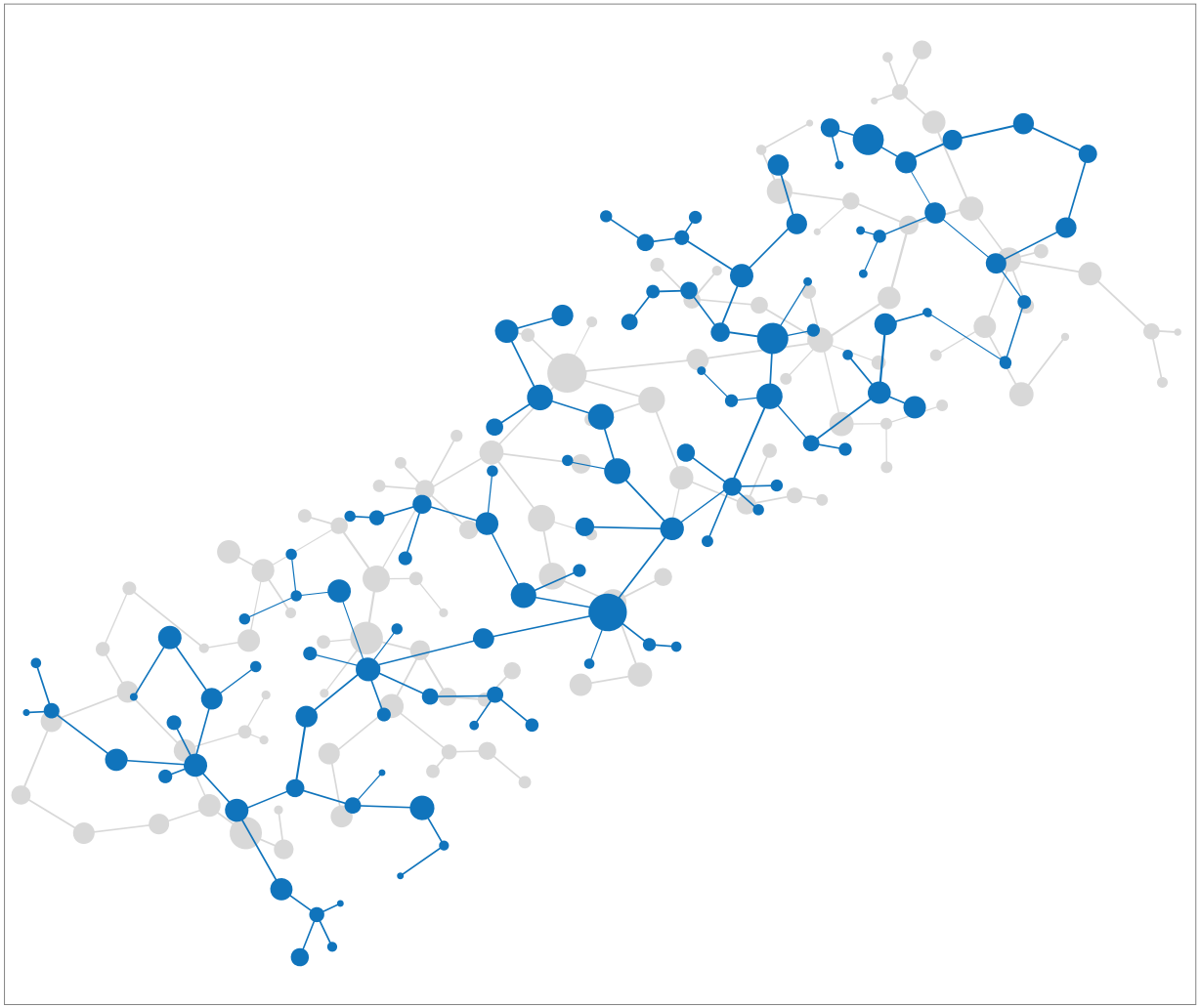
When using the TTN “T” icon on a square background, please maintain padding and placement exactly as displayed. This padding is based on the dimensions of the container and ensures that the icon will be read correctly. When used without a background, the icon should have clear space on all sides, in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

PF Square Sans Pro (Light)

PF Square Sans Pro (Regular)

PF Square Sans Pro (Medium)

PF Square Sans Pro (Bold)

#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

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, consectetuer adipi-scing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Arial Regular

Arial Bold

Arial (Regular)

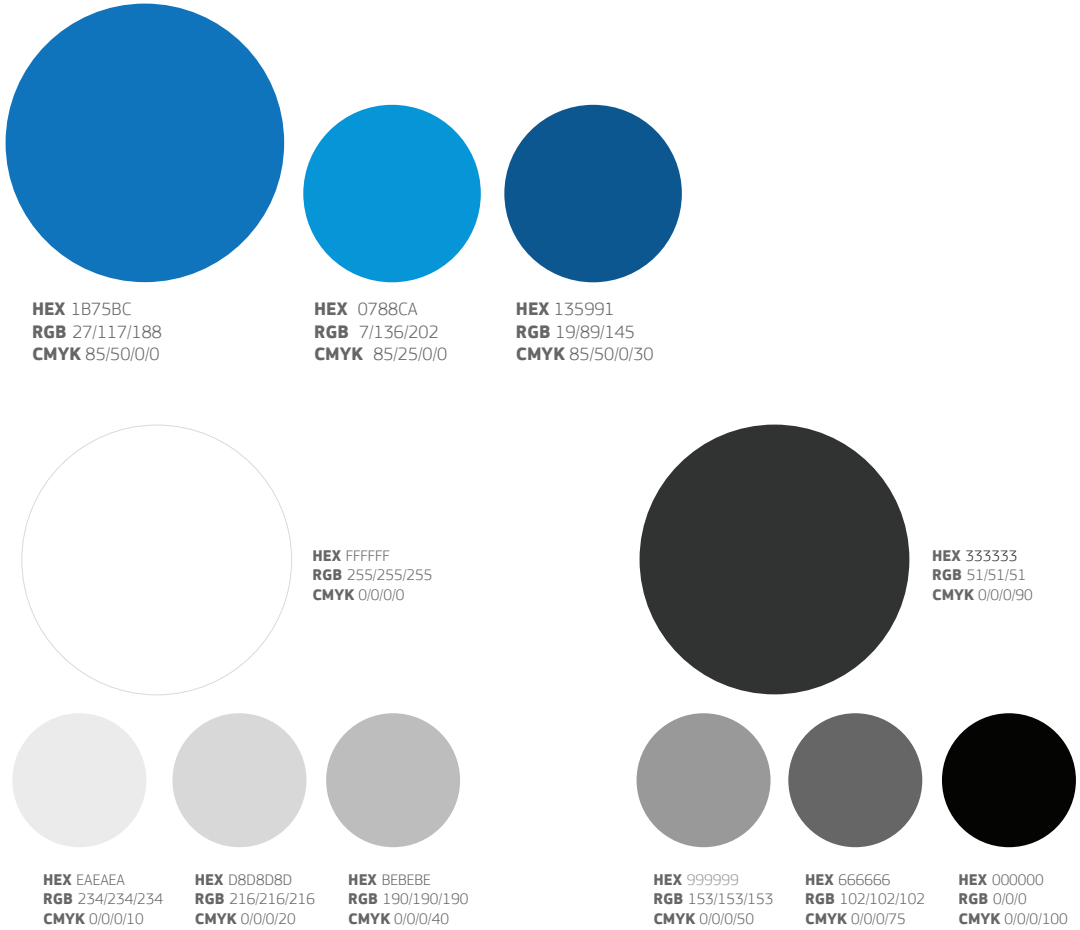
Arial (Bold)

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.

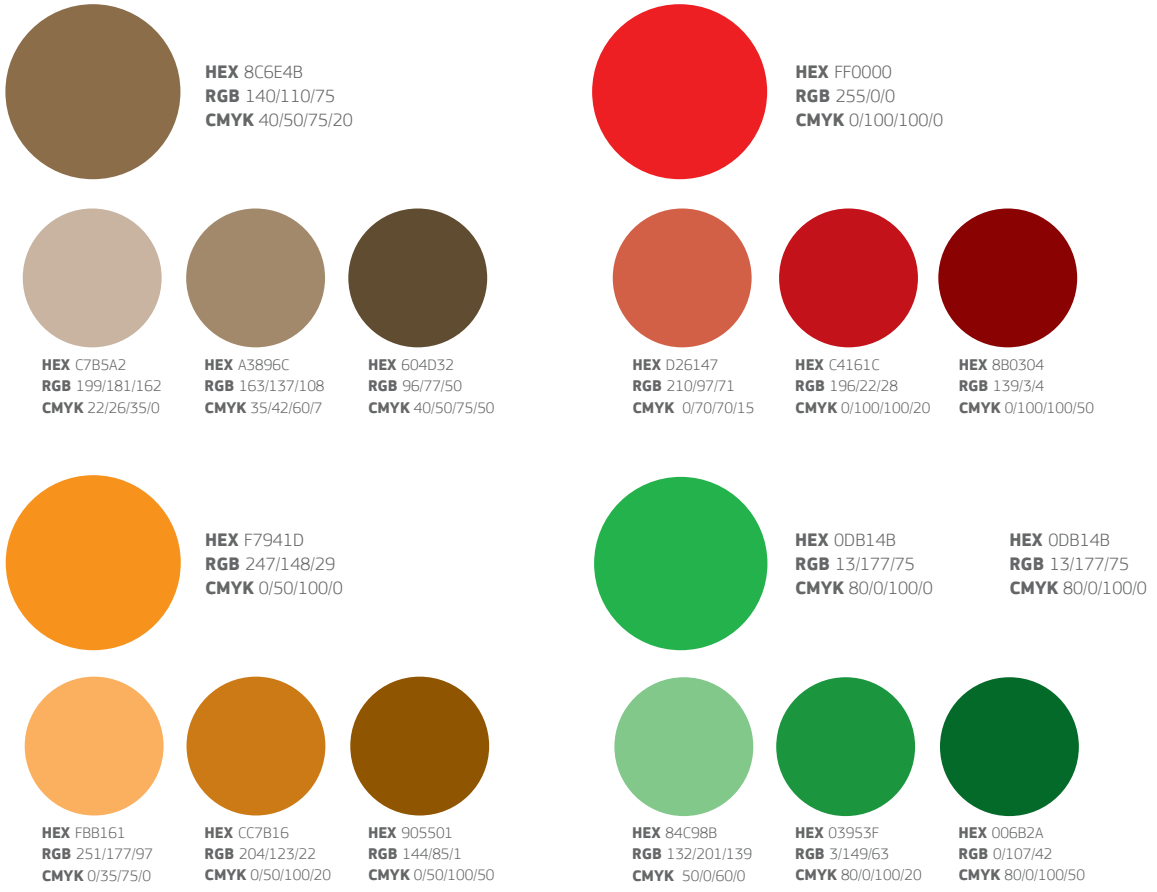


07. COLOR

#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.



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.

08. BUSINESS DOCUMENTS

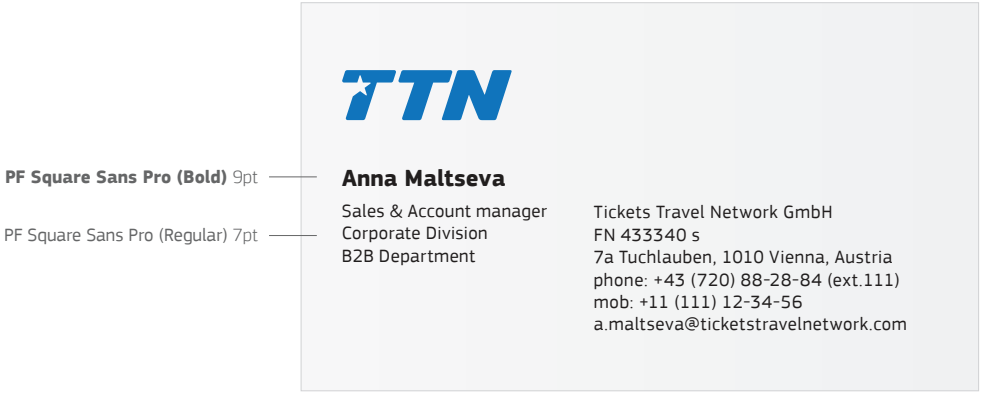
#BUSINESS CARD

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



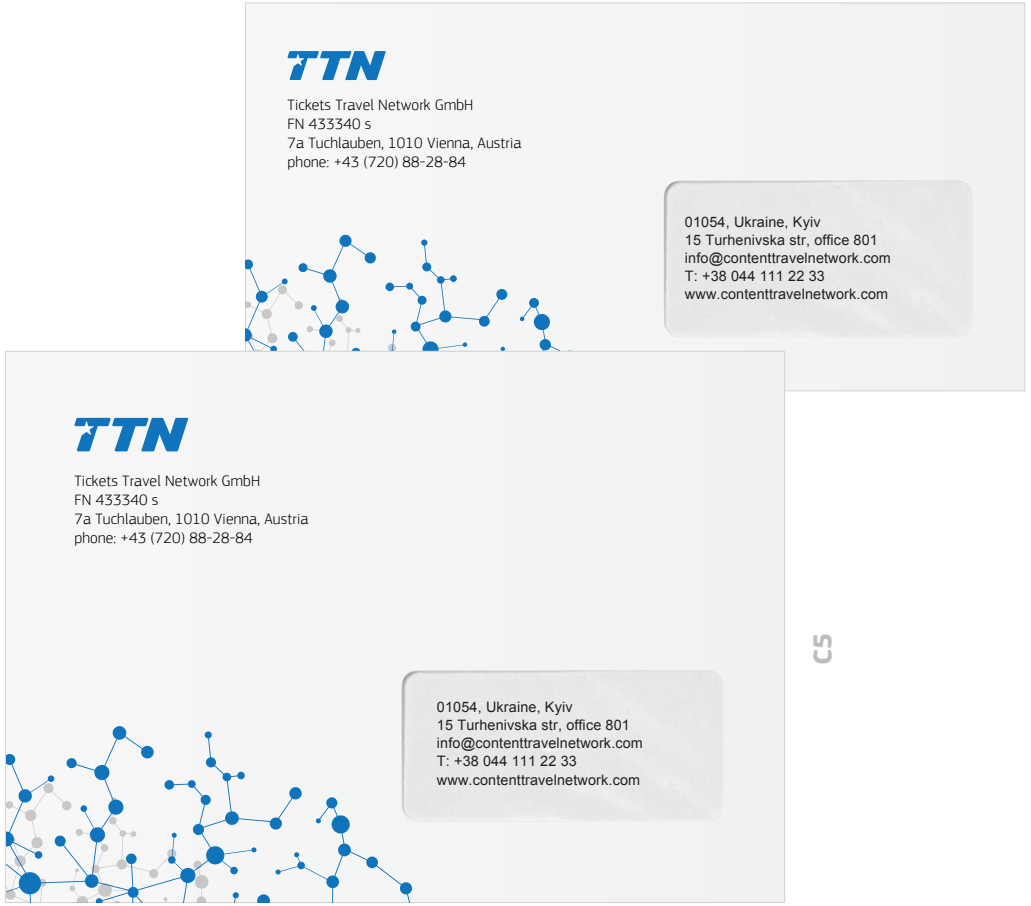
FACE

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.



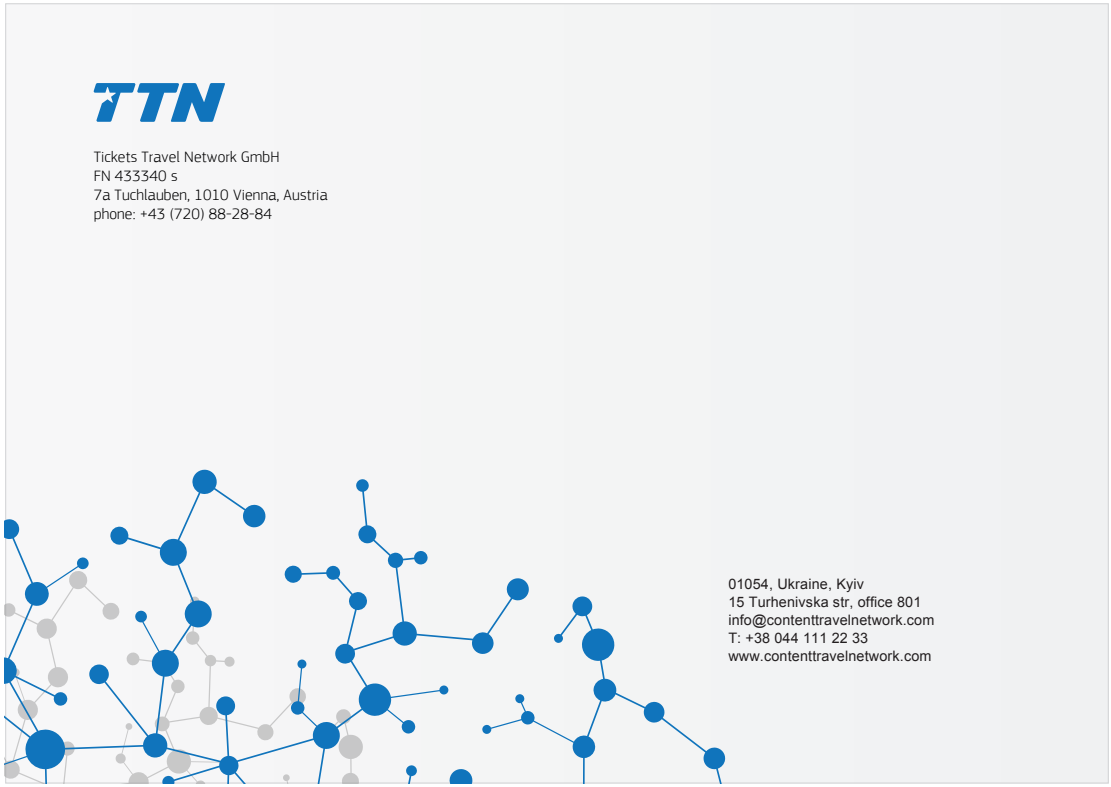
08. BUSINESS DOCUMENTS

#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.

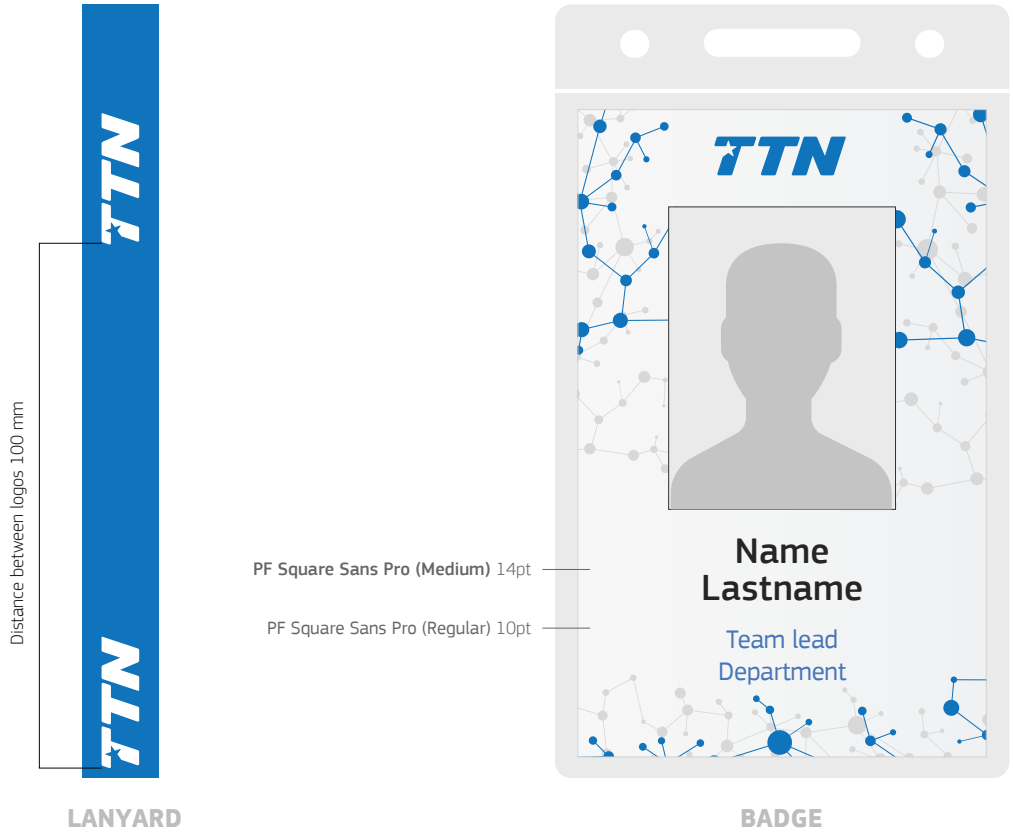


08. BUSINESS DOCUMENTS

#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

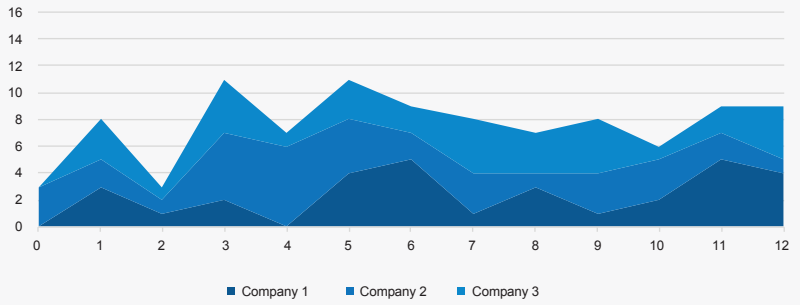
Business oriented development strategy:

- 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!

TTN 03

TEXT SLIDE*

Travel Network



TTN 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

TTN

10. SOUVENIRS

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