



**Plan2go**<sup>TM</sup>

Digital Brand and Style Guidelines

# Introduction

Guidelines are created to promote consistency across communications and protect brand equity by illustrating how the values of the brand can be communicated through every aspect of its visual language.

Brand guidelines unify philosophy and ideology of the brand to promote internal understanding and motivation to communicate the brand meaning in the appropriate manner. Style guidelines then go on to provide visual and organizational implementation guides for communicating the brand meaning in the most efficient way. They help us convey an image of trustworthiness, innovation, credibility and stability.

Consumers measure the credibility and commitment of a brand through how consistently it communicates its values. This document acts as the single authoritative point of reference to develop specific digital communications in line with the values of Plan2go.

As an employee or contractor of Plan2go, you are required to follow the guidelines within this brand toolkit. It is your responsibility to keep tone, quality and presentation consistent.

This document will be a living guide that changes, grows and adapts to our needs over time. If you see anything in it that requires revision, please let us know.

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# Digital proposition

The Plan2go digital proposition is purposefully designed as a platform on which to develop meaningful user relationships, digital brand communications and online sales. Key areas of focus are:

- Develop deeper levels of personalisation
- Encourage credible user contributions
- Maintain relevance and purpose throughout the user journey on and offline
- Channel meaningful traffic
- Meet emerging user expectations, both technologically and emotionally
- Communicate and confirm values
- Contextualise the brand's purpose
- Consolidate Plan2go content into a single voice
- Extend the brand visual identity across digital functionality

## VISION

To shape the Plan2go brand into a single, integrated organisation in order to become the leading brand in the corporate travel market and to profitably dominate as a provider of technology solutions for the corporate travel and event industry.

## MISSION STATEMENT

Plan2go is the place to go for clients who expect efficient service, expert advice and flexible solutions to all travel and event needs. We are the place to go for market leading travel and event technology, enabling corporate travellers and event goers to make maximise business opportunities; also for competitive pricing and we never compromise on quality. The possibilities are endless when you Plan2go.

## BRAND VALUES

Ultimately, Plan2go offers professionals (and Industry Captains and Global Tycoons who would classify themselves as such) confidence to innovatively organise and experience corporate travel and events, improve and express themselves and build business communities.

Values	Description
Executive experiences	Translation
Networking	Access to personalised, first class treatment
Individuality	Using familiar and intelligent connectivity
Expertise	With user opted personalisation
Responsibility	Through shared industry, technology knowledge and expertise



# Digital users

Plan2go's target market breaks down into three key groups:

1. Professionals who experience something special every time
2. Industry Captains who lead and look for reinvigoration
3. Global Tycoons who absorb corporate experiences and embrace innovation

These groups share certain commonalities that focus digital attention:

- **Aspiring** - an experience greater than the physical act of conducting business itself
- **Expressive** - willingly interact and openly share experiences
- **Inclusive** - want to get involved, contribute and take on responsibilities
- **Unfamiliar** - look for reassurance and confirmation
- **Driven** - both by emotion and a sense of purpose
- **Digital** - technology is integrated in their lives, second nature

## KEY BRAND PILLARS

<b>Global</b>	Worldwide images of corporate events and places
<b>In the know</b>	Insiders viewpoint, authentic, current
<b>Face to Face</b>	First person viewpoint
<b>It's all about you</b>	Experience and personalisation

## PERSONALITY

- Engaging and radiating energy
- Innovative and confident
- With a point of view and sense of purpose
- Welcoming and interested in others

## STONE OF VOICE

Familiar	Warm and human	Not sales talk
Responsible	Informative and advisory	Not flippant
Open	Honest and transparent	No hidden agenda
Simple	Direct and explanatory	Not lingo
Inclusive	Collaborative dialogue	Not forced



# Language

The Plan2go language stems from and revolves around the brand's values:

**Executive experiences, networking, individuality, expertise and responsibility.**

The overall approach for brand communications in the digital space is a balance of user expectations, inspiring functionality and a visual experience. These elements reinforce the brand's position as a positive and worthy enabler with values tightly interwoven with those of its target users.

Impacting and minimal first impressions primarily differentiate the brand from other corporate travel management services and instantaneously communicate the values of the brand and its emotional connectivity. The first person viewpoint inspires, encourages and challenges the user to think bigger, investigate further and get more involved. Driving these emotions will increase the amount of time users spend on the site and therefore help the brand to build deeper and stronger relationships with clients.

## SPEAKING THEIR LANGUAGE

- Know who our customers are
- Know what motivates our customers
- Know what our customers want to experience



Here is a sample of some common phrases and jargon to avoid.

## WORDING

Avoid	Use
Commence	Start/ Begin
Urban centres	Towns/ Cities
In the vicinity	Near
Filled to capacity	Full
Beverage	Drink
Proceed	Go
Assist	Help
Personnel	Staff/ People
Prior to	Before
In excess of	More than

## ADDRESSING STANDARDS

Avoid	Use
CEO	Captain in Charge
Our Team/ Staff	GoTo Crew
Marketing	Promo Crew
Finance	Coin Control
Customer Service	Customer Experience Crew
Business Strategy	Innovation Crew
Media & IT	Creative Services Crew
HR	People and Culture Crew
Travel Consultants	Cabin Crew
Travel agency	Travel consultancy
Business travel	Corporate travel
Clients	Customers



# Logo

Our logo is the benchmark of our brand and one of our most valuable assets. In order to protect the integrity of the brand, the logo should be used properly so that each communication touchpoint is consistently and accurately portrayed.

It's important to keep the logo clear of any other graphic elements. Please observe the space around the logo to maximise visual effectiveness.



The logo is available in two size formats (depending on the usage) plus the following are alternate colour treatments.

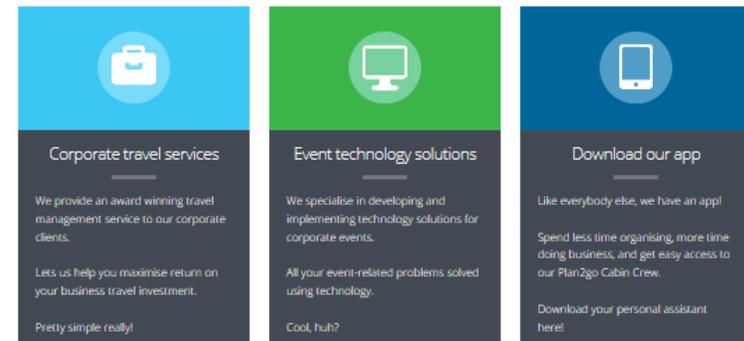
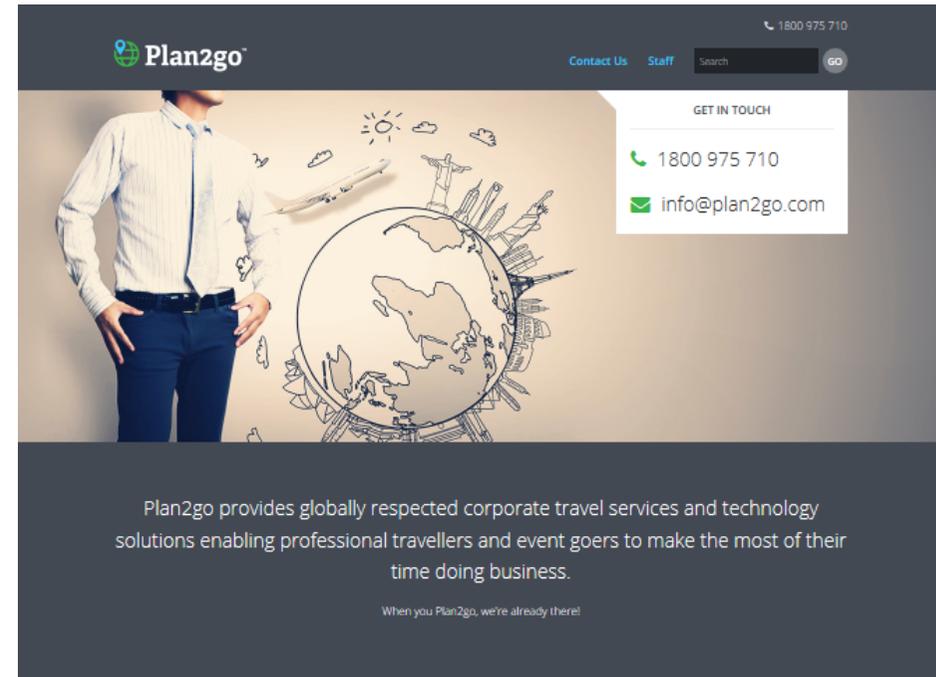


# Brand touchpoints

Primary website navigation as brand assets created out of the sites functionality communicates a unique user journey that reflects the brand's commitment to functionality and usability. Owning functionality in this way becomes a direct expression of the brand's commitment towards enabling users to make the most of their time whilst understanding their mind states.

Four key user mind states:

1. **Get started** – slide show of brand visuals with log-in overlay, 'Check-in'.
2. **Corporate travel services** – focused tagline giving a clear idea of where, what and how. As the primary activity module this communicates a streamlined path to getting what the user wants, meeting their expectations and the brand delivering on its promises.
3. **Event technology solutions** – innovative approach, focused on developing solutions and scrolling through experiences (testimonials) and possibilities (case studies) rather than clicking through options and alternatives.
4. **Personalise your experience with our App** – Button/block that allows visitors to film-strip view screenshots of the App, links to App download page.



# Images and media

Individual and powerful visual content puts the brand immediately into an emotional context whilst providing an exhilarating platform to support user functionality of the site.

Choice of content should follow four simple guidelines:

1. Inspiring and provocative – but also achievable and realistic
2. First person experience – but also engaging to a broad audience
3. Challenging – but also accessible
4. Positive and safe – but also authentic and real

Avoid overly busy images:



## GUIDELINES

- Image format should be JPG, or PNG
- Videos should be uploaded to our Vimeo channel and embedded where possible; the most efficient, flexible and accessible format for video is MPEG 4 (H.264)
- Alignment/ white space

## COPYRIGHT

All images provided by Plan2go must give credit to the photographer and place that the image was taken or 'images courtesy of...'

Photography cannot be sold to a third party and is only available for use by Plan2go and media partners for promotion purposes as approved by our Promo Crew.



# Symbol

The Plan2go symbol is an integral part of our branding. It often acts as a secondary branding mark.

Available in colour and black/white



# Typography

Done right, the use of type draws the readers' attention, leads them to the most important information first, and maintains a sense of clarity, order, legibility, and structure throughout written communication.

As with our logo, consistent use of our typefaces reinforces the Plan2go brand identity.

## PRINT DOCUMENTS

Myriad Pro is the chosen Plan2go heading typeface, while Cambria is used for all print documents.

[Free versions of Myriad Pro](#) can be downloaded from the Internet (if necessary). To install the font, double click on the file and hit *Install*.

Heading 1 is Myriad Pro 30pt

Heading 2 is Myriad Pro 18pt

**HEADING 3 IS MYRIAD PRO BOLD (ALL CAPS) 12PT**

Paragraphs are Cambria 11pt.



The following typefaces are used for all worksheet and chart documents.

## WORKSHEET DOCUMENTS

<b>Heading 1</b> (page heading)	<ul style="list-style-type: none"> <li>• Font style: Myriad Pro, 30 pt</li> <li>• Paragraph: left align, title case</li> <li>• Font colour: green (RGB 58, 180, 73)</li> </ul>
<b>Heading 2</b> (sub-heading)	<ul style="list-style-type: none"> <li>• Font style: Myriad Pro bold, 18 pt</li> <li>• Paragraph: right align, title case</li> <li>• Font colour: charcoal (RGB 66, 73, 83)</li> </ul>
<b>Table heading</b>	<ul style="list-style-type: none"> <li>• Font style: Myriad Pro bold, 11 pt</li> <li>• Paragraph: centred within column, title case</li> <li>• Font colour: white</li> <li>• Background shading: charcoal (RGB 66, 73, 83)</li> </ul>
<b>Normal text</b>	<ul style="list-style-type: none"> <li>• Font style: Cambria, 11 pt</li> <li>• Font colour: charcoal (RGB 66, 73, 83)</li> </ul>
<b>Footer</b>	<ul style="list-style-type: none"> <li>• Enter the date created and/or date updated on <i>left hand side</i></li> <li>• Page numbers in the <i>middle</i></li> <li>• The filename on the <i>right hand side</i> of the footer</li> <li>• Font style: Myriad Pro, 8pt</li> </ul>
<b>Logo</b>	<ul style="list-style-type: none"> <li>• The <a href="#">Plan2go logo</a> must be used in the top right hand corner of your worksheet</li> </ul>

## CHARTS

<b>Chart title</b>	Font style: Myriad Pro, 16 pt
<b>Chart sub-title</b>	Font style: Myriad Pro, 14 pt
<b>Data labels</b>	Font style: Myriad Pro, 8 pt
<b>Legend</b>	Font style: Myriad Pro, 10 pt
<b>X Axis</b>	Font style: Myriad Pro, 10 pt
<b>Y Axis</b>	Font style: Myriad Pro, 10 pt

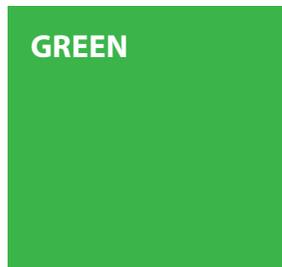


# Colours

This is the Plan2go colour palette; no other colours should be used apart from these. Choose the right colour reference for your design need; CMYK, RGB and Hex colour values are supplied below.

Supplemental colours work best as a foundation for highlights or accents. They should not be used as a dominant colour.

## Primary colours



**CMYK** 75, 0, 100, 0  
**RGB** 58, 180, 73  
**HEX** # 3ab449



**CMYK** 61, 0, 0, 0  
**RGB** 62, 197, 243  
**HEX** # 3ec5f3



**CMYK** 73, 62, 50, 35  
**RGB** 66, 73, 83  
**HEX** # 424953

## Supplemental colours



**CMYK** 93, 58, 18, 2  
**RGB** 0, 102, 153  
**HEX** # 016699



**CMYK** 0, 0, 0, 0  
**RGB** 255, 255, 255  
**HEX** # ffffff



**CMYK** 17, 11, 13, 0  
**RGB** 209, 212, 211  
**HEX** # d1d4d3



# Identity

## SIGNATURE BLOCKS ON EMAILS

**Ellen Foster**

**Captain in Charge**

m: 0491 ### ###

[ellen@plan2go.com](mailto:ellen@plan2go.com)

84 Lorimer Street, Docklands, VIC 3004  
p: 03 5550 5710 // 1800 975 710 (free)



When you Plan2go, we're already there!



*Save a tree. Please do not print this email unless you really need to.*

## SIGNATURE BLOCKS ON DOCUMENTS

[Insert signature]

**Ellen Foster**

*Captain in Charge*

Plan2go

## ONLINE IDENTITY

Plan2go supports its employees' participation in social media sites. We believe participation provides an opportunity to engage and interact with our customers and promotes staff personal learning, increasing expertise.

Your professional credibility is inextricably linked to your online activity. We require that you follow the Plan2go Code of conduct and ask you to:

- Be clear that your personal views are yours and not the views of this organisation.
- Check your spelling and grammar. Represent us well!
- If you're uncertain about something, don't publish it!



# Writing

The Plan2go brand phrase is:

## When you Plan2go, we're already there!

Our branding phrase should be included in email signatures, official communications and other genres approved by our Captain.

Brand phrasing may be subject to change in order to match current advertising/ digital campaigns or messages.

### EDITORIAL STYLE

<b>Grammar</b>	Plan2go should always be written in documents as one word with no spaces, a numerical 2 with an uppercase P.
<b>Computer Terms</b>	“Plan2go.com” is written with an uppercase P. “Internet” is always capitalised. “Email” is always written without a hyphen. “Web site” is two words with an uppercase W. “WiFi” is one word with an uppercase W and F.
<b>Trademark</b>	Experience and personalisation

### ABBREVIATIONS

You can use abbreviations in tables and contact boxes. Avoid abbreviations in general text:

- department rather than dept.
- telephone or phone rather than tel. or ph.

### ACRONYMS

Acronyms should be written out in full the first time you use them on a page followed by the initialisation in brackets, e.g. Department of Education and Communities (DEC).

<b>Do not use</b>	An apostrophe to make an initialism or acronym plural, e.g. <i>There were two CEO's in the room.</i>  Full stops in initialisms or acronyms, e.g. <i>NSW, not N.S.W.</i>
<b>Do use</b>	Use an apostrophe to show possession, however, as per normal, e.g. <i>The CEO's meeting was attended by...</i>



## APOSTROPHES

Apostrophes are used to indicate a contraction or to show ownership.

**Contraction** examples: *don't, won't, couldn't.*

**Ownership** examples:

- To indicate a noun owns something, e.g. David's performance
- For plural and collective nouns not ending in s, e.g. children's playtime
- Plural nouns that end with s have an apostrophe added after the s, e.g. the students' work

## CAPITALISATION

Capitalisation is governed by style rather than grammar. It is subject to fashion. At Plan2go we favour minimalism.

Use a capital letter to start a sentence and for proper nouns, not to give emphasis to a word. This means that, in general we should only use capitals for:

- Names of people, the deity, family relationships, countries, races and languages, educational institutions, brand names, organisation or business names
- Months and special days – e.g. Australia Day or Anzac Day
- Acts of parliament – should also be italicised, e.g. *Work Health and Safety Act 2011*

- Major words in articles, songs, book titles
- At the beginning of file names - not for every word in a file name and always indicate if a linked file is a pdf and include the size of the file, e.g. Download the application form (.pdf 15kb)

## Headings and subtitles

All top of document headings should be in capitals, i.e. Dispute Resolution Policy. Then sentence case headings from then on, capitalising the first letter of the first word and proper nouns. For example, *The changing face of Australian culture.*

Policies should be written in sentence case when being referred to in documents.

## Titles and positions

Use initial capitals for senior executive positions and above (when referring to a specific person):

- Captain in Charge Ellen Foster is on leave.

Use lower case for other job titles and in more generic instances:

- Sebastian Coleman is the manager, or leader, of the Innovation Crew, Plan2go.
- Contact the promotions officer for further information.

All crews should be capitalised, e.g. Coin Control Crew. When referring to the team always use capitals, e.g. GoTo Crew.



## HYPHENS, SLASHES, DASHES AND DOTS

<b>Do not use</b>	<p>A hyphen after prefixes, e.g. co-operate, co-ordinate, pre-requisite.</p> <p>A hyphen to separate dates, use <i>from 1980 to 1990</i> or <i>between 1980 and 1990</i>.</p>
<b>Do use</b>	<p>A hyphen when a prefix is added to a word that is normally capitalised, e.g. anti-Soviet.</p> <p>A hyphen to differentiate between words with the same spelling, e.g. recover (to regain health) or re-cover (to cover again).</p> <p>A slash or solidus (/) to indicate alternatives, e.g. yes/no.</p> <p>An ellipsis (...) to indicate that words have been left out in a quotation or example.</p>

## LANGUAGE

The abbreviation e.g. is used to provide an example:

- Some staff (e.g. Ellen and Faith) are on leave.

While the abbreviation i.e. is used to restate an idea more clearly or offer more information.

- It happened in August, i.e. two months ago.

## NUMBER AND DATES

- Only abbreviate the word 'number' to 'no.' in tables
- Spell out numbers from one to nine. Use figures for numbers 10 and above, e.g. We had nine clients, but that soon became 15.
- Spell out numbers at the start of a sentence, e.g. Ninety-five people attended the convention
- Do not place a space between the currency indicator and the dollar sign, e.g. AUD\$100
- Spell out the month in full in prose, use numerals for the date and year. Short months are acceptable in tables.
- Use a full stop rather than a colon to separate the minutes from the hours, e.g. 10.30am



## PUNCTUATION

### Ampersands

Do not use ampersands ‘&’ unless they are part of an official title. Please use ‘and’ instead.

### Bulleted List (unordered list)

End the introductory phrase in a colon.

If the bullet points are sentence fragments, don’t use a full stop, comma or semi-colon; leave it bare until the last bullet point, and then use a full stop. Don’t use capitals (unless titles), e.g. Today’s agenda includes:

- annual review of capital gains issues
- outstanding inheritance tax issues.

Use full stops and capitals if each bullet point is a complete sentence, for example:

- Breathe deeply and don't panic.
- Get there on time.

### QUOTATIONS MARKS

Enclose direct speech and other quotes in quotation marks, e.g. “This has been a tough year,” said Jones.

### Full stops

Only insert one space following a full stop at the end of a sentence.

Do not use full stops:

- at the end of headlines or headings
- with contractions such as Mr, Dr, Mrs, or with terms such as Pty Ltd
- at the end of index entries, dates, signatures, symbols for units of measurement or currency
- between or after capital letters which make up an abbreviation.

## PHONE NUMBERS AND EMAIL ADDRESSES

Don’t capitalise people’s names when they form part of an email address, e.g. [joe@plan2go.com](mailto:joe@plan2go.com)

Phone numbers should be written without brackets, for example: 02 6654 1258 or 0491 570 158

## SPELLING

If you want to know how to spell a word, consult the Macquarie Dictionary fifth edition. Plan2go uses Australian spelling, rather than American:

- ‘ise’ rather than ‘ize’ (realise, organise)
- ‘our’ rather than ‘or’ (colour, behaviour)
- ‘re’ rather than ‘er’ (theatre, centre)



# Artwork approval process

## Promotional material

All design artwork representing Plan2go must be reviewed and approved using the [Artwork approval document](#). This will ensure all artwork is thoroughly reviewed prior to approval and launch on print or publishing platforms.

It is the project lead's responsibility to ensure that their artwork is accurate in every aspect including:

- spelling
- grammar
- colours
- layout
- size
- dimensions, etc.

They are also responsible for ensuring legal/regulatory compliance of any trademarked logos or copyrighted materials.



# Contact

For more information please contact:

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