

BRAND

MANUAL

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INTRODUCTION

The brand identity of a company is the differentiator that makes a company stand out from other players. It also helps to give credibility and trust to the company and to make it more professional.

The identity is projected through all the communication channels, as well as through their employees and their products. In order to keep a uniform and coherent style that matches the personality of the brand, some rules need to be followed.

The purpose of this manual is to describe and show the corporate identity of ForwardKeys and its usage in a clear way.

1/LOGO

- 1.1 Logo positive versions
- 1.2 Main version
- 1.3 Tagline version
- 1.4 Square version
- 1.5 Icon

1.1

Logo positive versions

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of our wordmark with the world icon.

Here are the different versions of our logo in their positive version.

Main version



Tagline version



Square version



Icon



1.2

Main version

This is the main version of the logo without the tagline. This version is used on marketing material, client reports and presentations.

Positive version



White version



Print version



1.3

Tagline version

This is the logo with tagline. It should be used in big sizes where the taglines is easy to read.

The tagline gives an added value and meaning to the brand. This tagline enforces the brand positioning and emphasises the brand purpose.

Positive version



White version



Print version



1.4

Square version

This is the squared version of the logo. The usage of this version is reserved for social media profiles and those applications restricted by a squared shape. For example, when the size is reduced or when the trademark needs to be centred.

Positive version



White Version



Print version



1.5

Icon version

In cases when the ForwardKeys brand has already been established we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.

Positive version



White version



Print version



2/LOGO USAGE RULES

2.1 Clear space area

2.2 Minimum size

2.3 Logo: incorrect usage

2.4 Logo: background usage

2.5 Logo: examples of usage

2.6 Co-branding

2.1

Clear space area

In order to keep good readability and make ForwardKeys brand recognisable we must always follow the following rules.

The clear space area is the distance that needs to be left around the trademark. This safe area sets a minimum distance in relation to the texts and any other graphic element that can appear next or close to the trademark.

The clear space area has been established following the ForwardKeys' logo lower case height, which has been marked by "x".

1. "X" value.



2. Main version.



3. Simplified version.



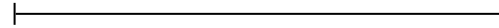
4. Square version.



2.2

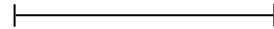
Minimum size

Establishing a minimum size ensures that the legibility of the logo is not compromised when applied. The ForwardKeys logo should never be smaller than the size specified below.



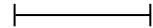
50 mm

180 px



30 mm

100 px



20 mm

50 px



10 mm

28 px

2.3

Logo: incorrect usage

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted or modified.

No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

✘ Do not enlarge or alter the logo in any way



✘ Do not change the logo font



✘ Do not modify the logo composition



✘ Do not use old logos



ForwardKeys
Traveller data intelligence



✘ Do not place the logo near objects or other logos without defined clear space



2.4

Logo: background usage

A big contrast is key for good readability when we place the logo. On a dark background use the white version of the logo. It is prohibited to place the ForwardKeys' logo on a low-contrast background like in the following examples.

✓ Correct usage



✗ Incorrect usage

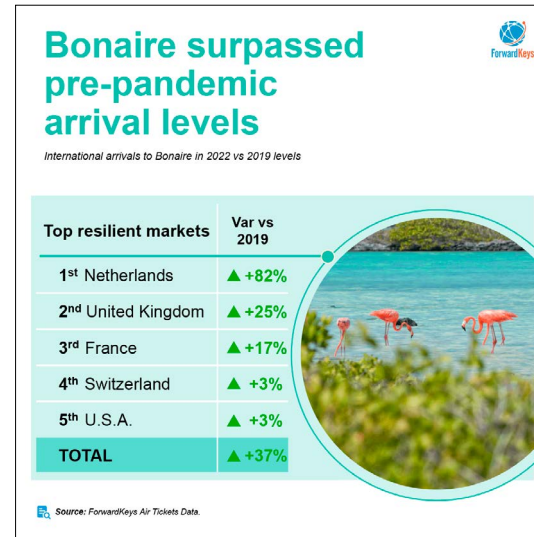


2.5

Logo: examples of usage

Here are some examples of how the logo should be placed on different displays: picture for Social Media and PPT presentation cover.

Social Media post



Event post

ITB BERLIN
Meet me at ITB BERLIN
Where the future of travel is shaped
7-9 March
Messe Berlin

Juan A. Gómez García
Head of Market Intelligence
ForwardKeys

LET'S TALK DATA!

Presentation cover

**Travel trends and outlook:
The future of the travel industry**

Olivier Ponti, VP Insights

February 2023

ForwardKeys
PREDICTING TRAVELLERS' IMPACT

2.5

Logo: examples of usage

Here are more examples of how the logo should be placed on different displays: promotional flyer and product brochure.

Product brochure

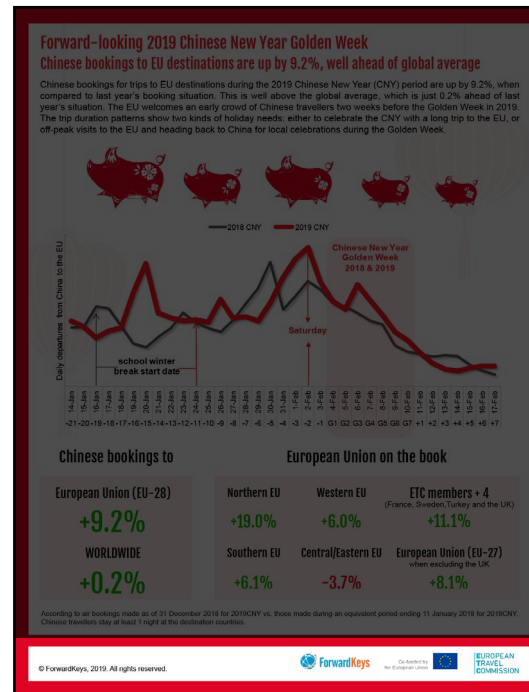


2.6 Co-branding

Co-branding can comprehend a large number of purposes, from digital to event marketing and client presentations and reports.

ForwardKeys' co-branding guidelines are based on the principle of equal brand dominance and strength. As a result, we keep the numerous brands as autonomous as possible, giving all brands equal presence. Therefore, when co-branding:

- Logos must be equally sized and formatted.
- Logos will be placed on equally visible spots.
- The usually required free space around the ForwardKeys logo will be provided around all the logos.
- Only the logo provided by ForwardKeys and no web-downloaded substitute can be used.

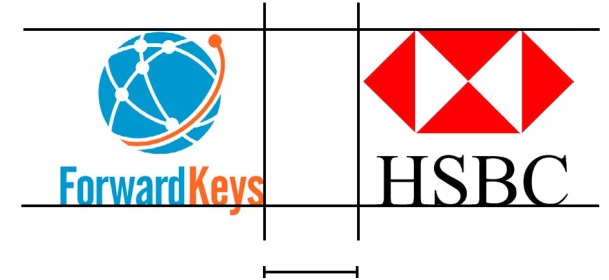
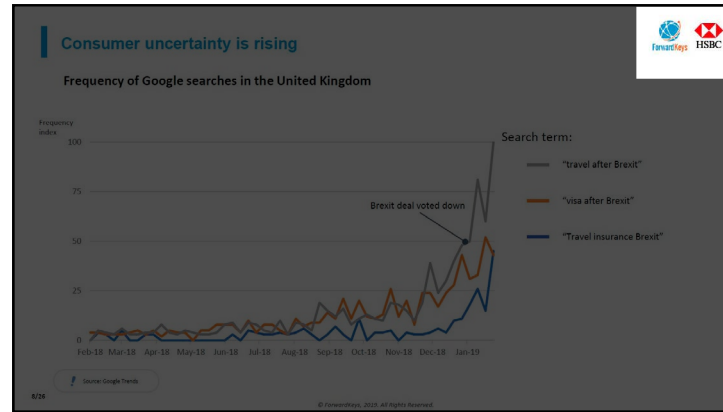


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- Only the logo provided by ForwardKeys and no web-downloaded substitute can be used.



ForwardKeys **skyscanner**

Skyscanner and ForwardKeys join forces to reveal the future of regional travel behaviour

19th June 2018

Skyscanner is excited to be partnering with ForwardKeys to deliver two new analytical techniques within ForwardKeys' Flight Searches tool, branded 'Travel Willingness' and 'Catchment Area'.

As one of the world's leading travel search sites, with over 70 million monthly active users and over 1,200 global partners, Skyscanner has the global reach and scale to provide internet search data that correlates to a high degree with the flight booking data captured by ForwardKeys. These new analytical techniques will combine ForwardKeys' data science capabilities with the travel intent data that Skyscanner holds to provide businesses with intelligent insights into where people begin their journeys – in addition to where they fly from and to.

"Thanks to our partnership with Skyscanner, we are now able to provide even greater insight into tomorrow's travellers – firstly by identifying their location and secondly by uncovering their intention to travel, even before they have booked." - Laurens van den Oever, Chief Marketing Officer, ForwardKeys

The analysis available through this new partnership will benefit a range of businesses: from airports and hotels, to destination marketing organisations and outdoor advertising companies. With the unique ability to identify the demand for destinations, segmented by the traveller's location, an improved understanding can be gained for:

- Leakage areas – the analysis can highlight where one airport is losing business to a competitor and what they might be able to do to reduce this issue (e.g. fare adjustments).

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5/FONT

5.1 Standard font family

5.2 Creative font family

5.1

Standard font family

Arial is the standard font family. This sans-serif typeface is easy to read and is a free, open font that can be found in many OS.

This font is used in all the texts and documents created by the company, for example e-mails, analysis, press releases, presentations, service orders and legal documents.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

5.2

Creative font family

ForwardKeys' creative typeface is Roboto. Roboto is a sans-serif family font developed in 2012 by Google. It is a modern typeface with a good readability and includes a great variety of weights that allows creative designs and composition using one single font.

This font family is used in ForwardKeys' corporate, marketing, brochures and stationery material.

Roboto thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

Roboto light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

Roboto regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

Roboto medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

Roboto bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

Roboto black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?%&

6/COLOUR

6.1 Main corporate colours

6.2 Secondary corporate colours

6.3 Alternative colours

6.1

Main corporate colours

These are the main corporate company colours. As a rule, these colours will be used in all corporate materials of the company. Any variation of these colours that do not appear in this manual are not allowed, with the exception of specific marketing material or campaigns.

A lighter variation of the main corporate colours can be used in presentations and reports for the charts and tables.



BLUE

CMYK 79,16,0,0

RGB 49,156,221

HEX #319CDD



ORANGE

CMYK 8,73,99,1

RGB 233,103,41

HEX #E96729



GREY

CMYK 69,60,56,42

RGB 70,70,70

HEX #464646

6.2

Main corporate shades

This is the secondary colour palette for marketing materials and in-house reports and charts.



DEEP BLUE

CMYK 99,83,24,13

RGB 37,61,117

HEX #253D75



DARK BLUE

CMYK 99,65,0,0

RGB 23,85,175

HEX #1755AF



BRIGHT BLUE

CMYK 57,3,1,0

RGB 99,192, 237

HEX #63C0ED



LIGHT BLUE

CMYK 31,4,7,0

RGB 186,231, 244

HEX #BAE7F4



DEEP ORANGE

CMYK 24,81,98,16

RGB 165,57,23

HEX #A53917



LIGHT ORANGE

CMYK 1,63,100,0

RGB 240,144,35

HEX #F09023



BRIGHT YELLOW

CMYK 2,34,90,0

RGB 248,181,37

HEX #F8B525



LIGHT YELLOW

CMYK 0,22,44,0

RGB 248,224,146

HEX #F8E092

6.3

Data visualization colors

This is the color pallete for charts and data visualization and are the default colors in PowerPoint and PowerBI tools.



DEEP BLUE

CMYK 99,83,24,13

RGB 37,61,117

HEX #319CDD



DARK BLUE

CMYK 99,65,0,0

RGB 23,85,175

HEX #E96729



BRIGHT BLUE

CMYK 57,3,1,0

RGB 99,192, 237

HEX #F8B525

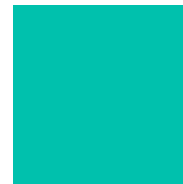


LIGHT BLUE

CMYK 31,4,7,0

RGB 186,231, 244

HEX #1755AF



DEEP ORANGE

CMYK 24,81,98,16

RGB 165,57,23

HEX #3DBFAC



LIGHT ORANGE

CMYK 1,63,100,0

RGB 240,144,35

HEX #6F29B2



ForwardKeys
PREDICTING TRAVELLERS' IMPACT

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