Mekong River Cruises

Indochina Sails

BRAND GUIDELINES

(*) This brand guidelines is temporary and can be changed by request

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Introduction
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Introduction

These guidelines describe the basic rules of designing with/reproducing the Mekong River Cruises - Indochina Sails brand identity. In order to gain maximum benefit from these guidelines they must be used consistently, as even small variations will undermine the impact of the Mekong River Cruises - Indochina Sails brand identity.

Mekong River Cruises - Indochine Sails brand values

Indochina Sails signature identity is derived from Chinese five elements.

The elements have a productive cycle. Water - Fire -Metal - Wood - Earth. Water feeds wood for it to grow. Wood feeds fire, which produces Earth. Earth creates metal and Metal holds Water. The cycle continues.

Water - Blue, Wave, North
Fire Element - Red, Flame, South
Metal - Grey, Bucket, West
Wood - Green, Tree, East
Earth - Orange, Oval, Southwest

The creative of Indochina Sails uses at least one of the above elements to represent the productive cycle.

The logo is a graphic representation of the haul of the boat sailing in a flowing river. The water is that of alluvial rich Mekong represented by the waves of the logo. The boat dominant interior is wood and water feeds fire to grow. The three waves when viewed together is symbolic of a flying flame which produces earth represented by orange wave. Earth creates metal and metal holds water.

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The Logotype

Use of the logotype
The precise position and proportion of all the logotype elements is fixed and must always be reproduced in the set relationship shown here. The elements must never be re-drawn or modified in any way.

Master Artwork
Always use master artwork when producing the Mekong River Cruises - Indochina Sails logotype. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for your information.

Printing the logotype
The use of the Mekong River Cruises - Indochina Sails logotype in any printed material must be approved by Indochina Sails.

MEKONG RIVER CRUISES
INDOCHINA SAILS

Reproducing the logotype in color

Where possilbe, the Mekong River Cruises - Indochina Sails should be displayed on a flat white background (example 1).

1

When producing the logotype for printing, care must be taken to ensure that the area surrounding the logotype is tonally even and either sufficiently light or sufficiently dark to ensure the logotype is legible (example 2).

2

When using a colored or textured background, the legibility of the logotype is of paramount importance (example 3).

3

Reproducing the logotype in black and white

For printed material, the logotype should only be reproduced in black and white when appearing on black and white print backgrounds.

Wherever possible, the logotype should be reproduced in colors.

When printing in black and white, the logotype can be reproduced as black reversed out of white on a light background (example 4), or white reversed out of black on a dark background (example 5).

Care should be taken to ensure that the area surrounding the logotype is tonally even and either sufficiently light or sufficiently dark so that the logotype is clearly legible (example 6).

The logotype can be reproduced in grayscale on a light blackground (example 7)

4

5

6

7

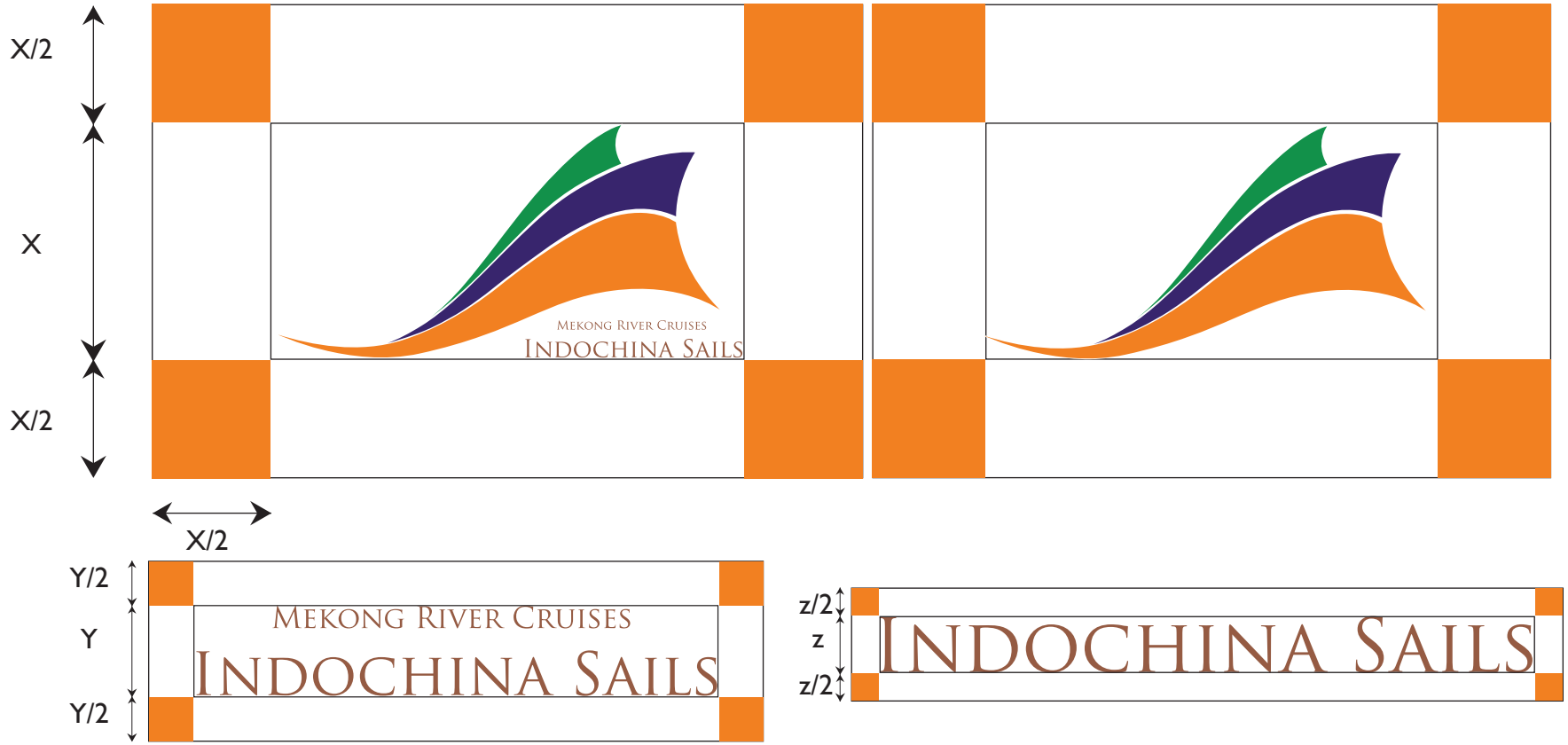
Logotype Artwork

The logotype artwork is available for using in the following formats known as supergraphics. Always ensure that you are using the correct artwork for the intended application and in correct accordance with these guidelines.

Logotype exclusion zone

The Mekong River Cruises - Indochina Sails logotypes must be surrounded by an area, which is entirely clear of photography and any other graphic devices.

The minumum excludion area, shown below, is made up of the width and height of one of the Mekong River Cruises - Indochina Sails logotypes at the chosen size.



Logotype Minimum Size

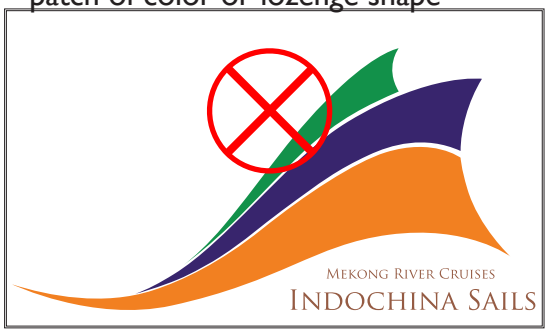
Two usage sets (regular and small usage) have been created for maximum flexibility. The small usage version incorporates type and line weights that have been slightly modified to aid in readability as a signature or endorsement in small areas. The small version may only be used where regular usage is not at all possible due to lack of space.

Incorrect usage - What not to do with the logotype

Examples below show inconsistent use of the Mekong River Cruises - Indochina Sails logotype. Altering the logotype will undermine the impact of the indentity and therefore the Mekong River Cruises - Indochina Sails brand.

DO NOT reproduce the logotype in colors other than those specified.

DO NOT place the logotype inside a patch of color or lozenge shape



DO NOT deform any elements of the logotype

DO NOT alter the relative size of the elements of the logotype

Primary color palette

MEKONG RIVER CRUISES
INDOCHINA SAILS

R: 8 | G: 145 | B: 73
C: 86 | M: 18 | Y: 97 | K: 5
#0A9149

R: 57 | G: 38 | B: 109
C: 93 | M: 100 | Y: 20| K: 17
#38266D

R: 255 | G: 255 | B: 255
C: 0 | M: 0 | Y: 0 | K: 0
#FFFFFF

R: 241 | G: 127 | B: 33
C: 86 | M: 18 | Y: 97 | K: 5
#F28121

R: 148 | G: 89 | B: 66
C: 32 | M: 67 | Y: 75 | K: 21
#955A43

Typographic Style

Trajan Pro

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # $ ^ & *
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z

When using Trajan Pro, clear, simple presentation is key, e.g. no blur effects or drop shadows.

For printed material, headings, sub-headings and body copy can be set in Trajan Pro Regular, or Bold depending on the layout required. The colors of the logotype and text should be used.

Business Card

Fonts: Trajan Pro
Color: Refer in color palette
Full name: 12 pt, Bold
Job Title: 8 pt, Regular
Address: 6.5 pt, Regular

Letterhead

Font type: Maiandra GD
Font size: 9 pt