

**GO-HI**

**Highlands & Islands**  
**Travel Made Simple**

**BRAND GUIDELINES**

# LOGO

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## MASTER LOGO

Use the logo on all applications, unless at small sizes - in this instance use the icon logo.

Do not remove or re-arrange any of the icons, or remove the strapline.



## ICON LOGO

Only use this when the master logo would not be legible.



## MINIMUM SIZE

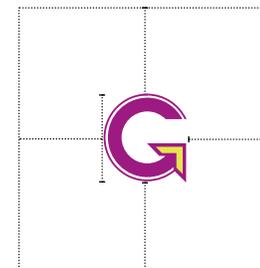
In order to keep all elements of the logo legible - do not use the master logo at sizes below 25mm wide.



25mm

## EXCLUSION ZONE

As a guide leave at least the height of the 'G' as clear space on each side.



# LOGO - COLOURWAYS

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The Master logo can appear in colour, all black or all white (on a dark background).

The Icon logo has an additional version (white and yellow) - this must only be used on a purple background.

Please choose the version that works best in your application.

Do not create a greyscale version, recolour or remove any of the elements.



*note: please ensure the logo does not appear in a box*

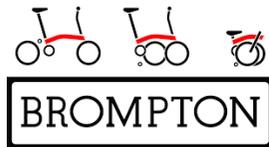


# LOGO - LOCK-UP

Create the lock up with partner logos matching the height of the master logo. Add a grey dividing line (ensure there is a gap the width of the capital 'H' at either side of the line).



Examples:



# COLOUR PALETTE

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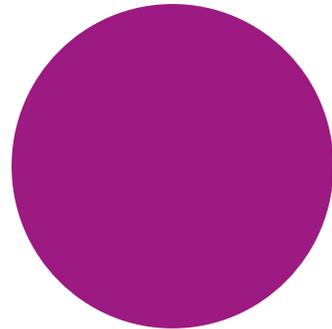
## HERO COLOUR

Purple is our hero colour and where possible lead with this.

Grey complements this purple perfectly.

Use the yellow as an accent.

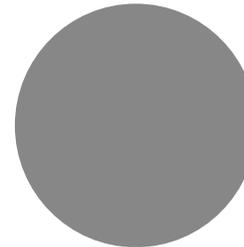
Tints of any of the colours can be used.



### PURPLE

**c**46 **m**100 **y**0 **k**0  
**r**155 **g**24 **b**137  
**pms** 248  
**#** 9b1889

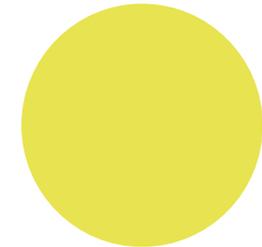
## SECONDARY COLOUR



### GREY

**c**0 **m**0 **y**0 **k**60  
**r**135 **g**135 **b**135  
**pms** Black - 60% tint  
**#** 878787

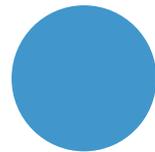
## ACCENT



### YELLOW

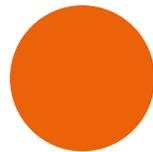
**c**15 **m**0 **y**78 **k**0  
**r**217 **g**229 **b**6  
**pms** 388  
**#** d9e506

## ICON COLOURS



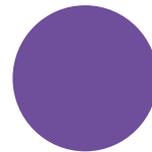
### WALK

**c**72 **m**28 **y**6 **k**0  
**r**66 **g**150 **b**203  
**pms** 7688  
**#** 4296cb



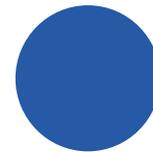
### BIKE

**c**0 **m**72 **y**100 **k**0  
**r**255 **g**99 **b**25  
**pms** 165  
**#** ff6319



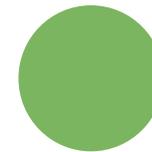
### BUS

**c**68 **m**76 **y**0 **k**0  
**r**125 **g**92 **b**198  
**pms** 2665  
**#** 7d5cc6



### TRAIN

**c**90 **m**65 **y**0 **k**0  
**r**64 **g**96 **b**175  
**pms** 7455  
**#** 4060af



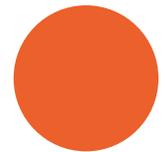
### CAR

**c**56 **m**2 **y**75 **k**5  
**r**115 **g**175 **b**85  
**pms** 7489  
**#** 73af55



### FERRY

**c**56 **m**30 **y**17 **k**52  
**r**81 **g**98 **b**111  
**pms** 7545  
**#** 51626f



### PLANE

**c**0 **m**73 **y**87 **k**0  
**r**249 **g**70 **b**28  
**pms** 172  
**#** f9461c

# FONTS

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## HOUSE FONT

Our house font is Avenir Next - this is available in many weights and widths, use which ever suits but be mindful to not use too many weights in the same document.

Avenir Next Ultra Light  
Avenir Next Regular  
Avenir Next Medium  
Avenir Next Demi Bold  
**Avenir Next Bold**

If Avenir Next is not available please use either Verdana or Franklin Gothic.

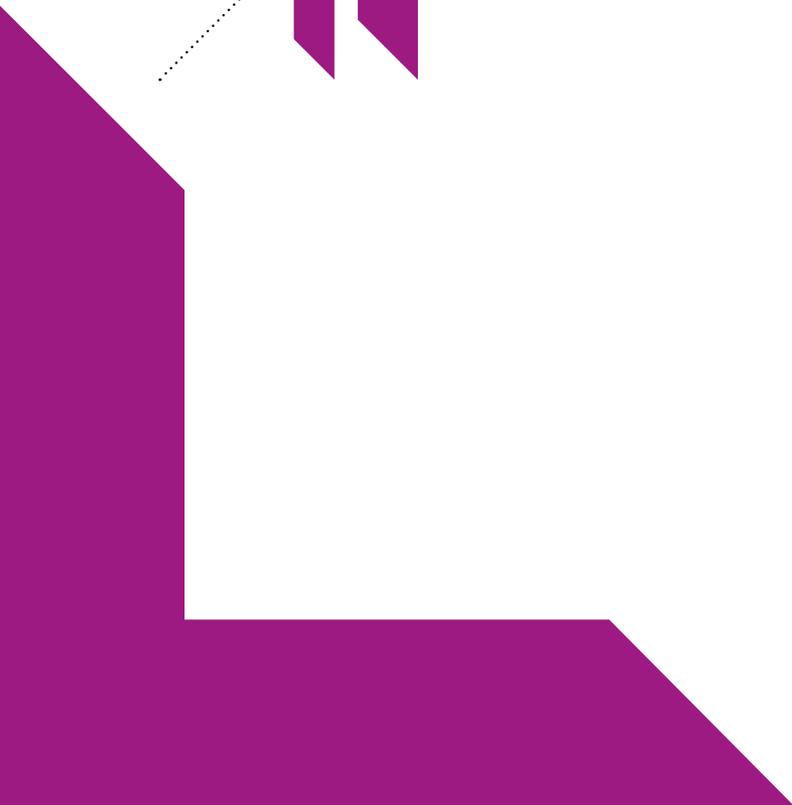
Verdana Regular  
**Verdana Bold**

Franklin Gothic Book  
**Franklin Gothic Bold**

# GRAPHICAL ELEMENTS

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Our graphical element signifies movement and destination. It can be used singly to frame or add impact or in a set of two scaled arrows pointing upwards.



# EXAMPLES



## Door to door travel made simple with GO-HI

Looking for alternative ways to travel to work?  
Fed up of taking the car? Keen to become more environmentally conscious? Looking to save money?

 **Download the GO-HI app.**  
Your one stop shop for door to door travel planning across the Highlands and Islands.

With GO-HI you'll have real time access to planes, ferries, trains, bikes and taxis making it simple and straightforward to plan your daily journey from pick up to final destination, all in the click of a button.

  
Highlands & Islands  
Travel Made Simple

  
European Regional Development Fund



  
Highlands & Islands  
Travel Made Simple

**Your one stop shop for door to door travel across the Highlands and Islands**

**Download our app**

  
European Regional Development Fund

  
Highlands & Islands



**Plan your daily commute with the GO-HI app**

  
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European Regional Development Fund



  
Highlands & Islands  
Travel Made Simple

**Your one stop shop for door to door travel planning in the Highlands and Islands**

**DOWNLOAD OUR APP TODAY**

  
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**Your one stop shop for door to door travel planning in the Highlands and Islands**

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## TONE OF VOICE

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# We want to grab people's attention and let them know the app is available for download!

We want to appeal to the target audiences and encourage trial. We want to engage with locals and visitors and showcase ease of access and the benefits of the app.

We want to be professional, engaging and friendly.

Our tone of voice is, above all else, vibrant & enthusiastic. So what does that mean?

**Friendly:** we need to be friendly & credible. But what does that sound like? Let's be warm, inclusive and speak to people in a welcoming way.

**Informative:** let's get to the point - what are we offering, how do you access it? Tell your customers what they need to know & be concise - remove the waffle & focus on the important information.

**Plain English:** use everyday language that everyone understands, no jargon please!

**Excited:** let's not leave our audience in any doubt that using the app will benefit their travel experience within the Highlands and Islands- so talk it up!

**Personal:** we need to really speak to our potential customers to reassure them that we know what they need & we are here to provide it for them - so our language needs to make sure people connect with what we are offering through use emotional motivators & language which focusses on our USPs. What's the travel pain points and what does our app provide to remove these.