



anytime

Brand Guide

How to use our brand

Version 1.0 October 2020

This document will help you understand the basic elements of our brand identity. It explains how to use the elements and serves as a source of inspiration for you to help us build our brand.

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The contents within these guidelines were created prior to the launch of the Anytime Booking brand. If you have any suggestions or recommendations then please get in touch, our brand is constantly evolving.

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Our brand

Our brand purpose

Powering the outdoor holiday market around the clock

This is our brand purpose. It's why we do what we do and helps position Anytime as a leading digital platform for outdoor holiday businesses around the world.

Along with our brand values our brand purpose lays a marker down to the rest of the outdoor holiday industry and acts as a reminder to us about who we are.

Our brand values

Reassuringly easy

Our people are a pleasure to work with and our systems reflect the ease of doing business with us in person.

Relentlessly supportive

We pride ourselves in the speed and quality of our response rates. The lifeblood of our business is supporting our users as quickly and effectively as possible so they can get on with their day.

These brand values should be reflected in everything we do so that our brand, our business and our people are all aligned.

Authentically involved

We live our clients businesses with them and the guest experience is reflected in the software.

Continuously innovating

We like to break new ground and we're constantly looking for ways to improve our software and service to add value for our clients.

Our logos

Intro

Inspired by moments in time

Our logo echoes the cycles of time, not only in its circle shape echoed within, but also with the sky scene that sits inside. As a digital company our animated logo is our primary versions. These cycle through particular times of the day, depending on when you see them. The artwork pack includes these versions. For print and static use, however, we have taken five still frame snapshots of these times as logos to use, to bring variation and flexibility to brand communications.



Dawn



Daylight



Noon



Nightfall



Twilight

Dawn

Dawn is the first of our logos in the static sequence. The subtle colours emerging of the sun rising as it cuts through the purple night sky.

Animated version available as
MP4

Available as
Ai, PNG



Logo versions



anytime

Full colour stacked



anytime

Mono stacked



Full colour horizontal



Mono horizontal



Full colour Booking



Full colour Connect



Full colour Website

Reversed versions of all logos are also available for use on both global colour backgrounds.

Daylight

Daylight is the second of our logos in the static sequence. The vivid blue of the sky starts to come through to mark the start of the day.

Animated version available as
MP4

Available as
Ai, PNG



Logo versions



anytime

Full colour stacked



anytime

Mono stacked



Full colour horizontal



Mono horizontal



Full colour Booking



Full colour Connect



Full colour Website

Reversed versions of all logos are also available for use on both global colour backgrounds.

Noon

Noon is the third of our logos in the static sequence. The clouds represent the passing of time and the transition from one time to another, in this case morning to afternoon.

Animated version available as
MP4

Available as
Ai, PNG



Logo versions



anytime

Full colour stacked



anytime

Mono stacked



Full colour horizontal



Mono horizontal



Full colour Booking



Full colour Connect



Full colour Website

Reversed versions of all logos are also available for use on both global colour backgrounds.

Nightfall

Nightfall is the fourth of our logos in the static sequence. As the light drops away, stars start to appear and twinkle, introducing the magical wonder of the night.

Animated version available as
MP4

Available as
Ai, PNG



Logo versions



anytime

Full colour stacked



anytime

Mono stacked



Full colour horizontal



Mono horizontal



Full colour Booking



Full colour Connect



Full colour Website

Reversed versions of all logos are also available for use on both global colour backgrounds.

Twilight

Twilight is the fifth and final of our logos in the static sequence. As the day starts to break through the stars start to make way for the glow of the morning sun.

Animated version available as
MP4

Available as
Ai, PNG



Logo versions



anytime

Full colour stacked



anytime

Mono stacked



Full colour horizontal



Mono horizontal



Full colour Booking



Full colour Connect



Full colour Website

Reversed versions of all logos are also available for use on both global colour backgrounds.

Logo usage

Clear space

In order to ensure our logo is given the appropriate space and clarity there is a minimum clear space. Avoid any other conflicting design elements to encroach into this area.

Minimum clear space

The minimum clear space is determined by measuring the height of the letter 'a' within the logo. This then forms the clear space parameter around the logo.



Minimum size

The Anytime Booking logos have been designed to be used above a minimum size to ensure clarity and legibility at all times, across all media.



Typography

Gordita

Gordita is our primary brand font that should be used wherever possible. It is a minimal sans serif typeface with a geometric foundation. It has been built upon with modern details that result in an optically balanced, friendly typeface that perfectly suits the Anytime Booking brand.

Gordita

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

.,,:*“”! ? & () @ £ \$ % © ®

0123456789

Gordita Light

Gordita Light Italic

Gordita Medium

Gordita Medium Italic

Montserrat

When Gordita is not available, our secondary typeface, Montserrat, should be used. It shares similar characteristics to Gordita and is available to download for free from Google Fonts.

Download Montserrat

<https://fonts.google.com/specimen/Montserrat>



Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

.,;:*“”!/?&()@£\$%©®

0123456789

Montserrat Light

Montserrat Light Italic

Montserrat Medium

Montserrat Medium Italic

Colour

Global colours

Our global colours are used for backgrounds and typography. They work with all of the different logo versions.

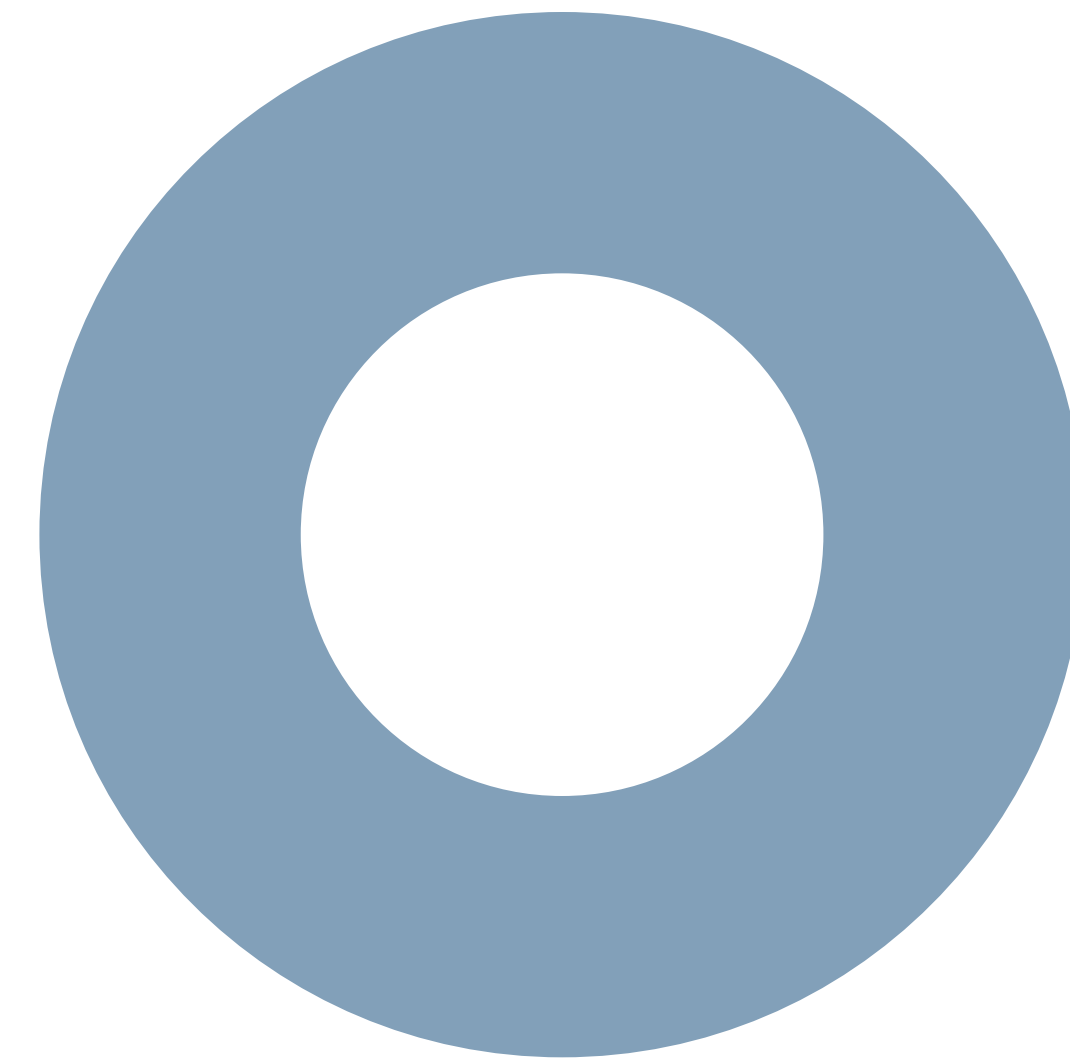


Global Navy

CMYK: 85/70/40/35

RGB: 52/63/89

HEX: #343f59



Global Blue

CMYK: 55/30/20/0

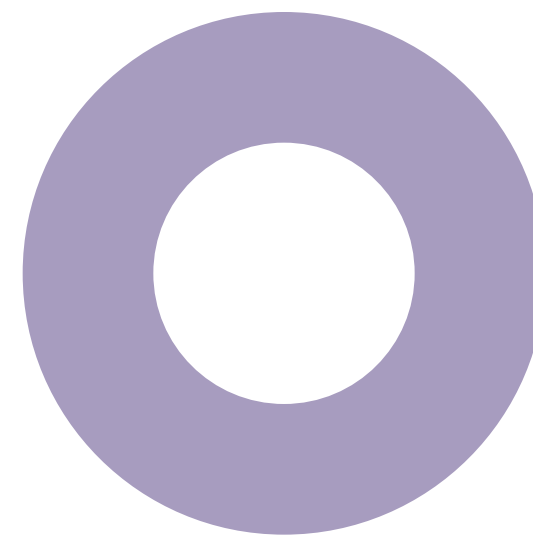
RGB: 130/160/185

HEX: #82a0b9

Secondary colours

Our secondary colours can be used as highlight colours when used with the relevant logos.

Grey can be used in general typography to bring a different emphasis to messaging. It can also be used for underlines or other design elements that require a neutral, more recessive appearance.

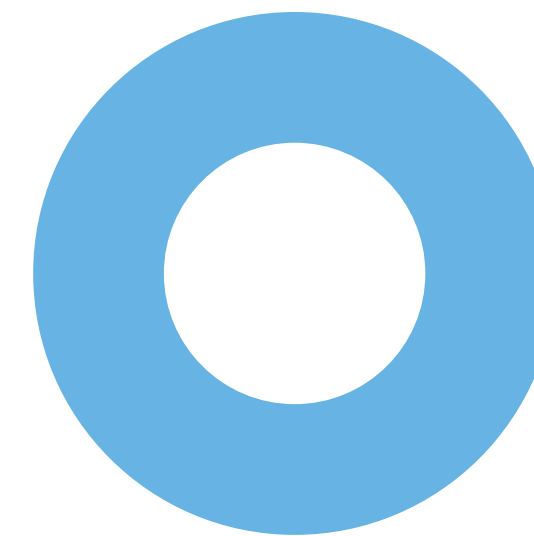


Dawn Purple

CMYK: 40/40/10/0

RGB: 167/156/191

HEX: #a79cbf

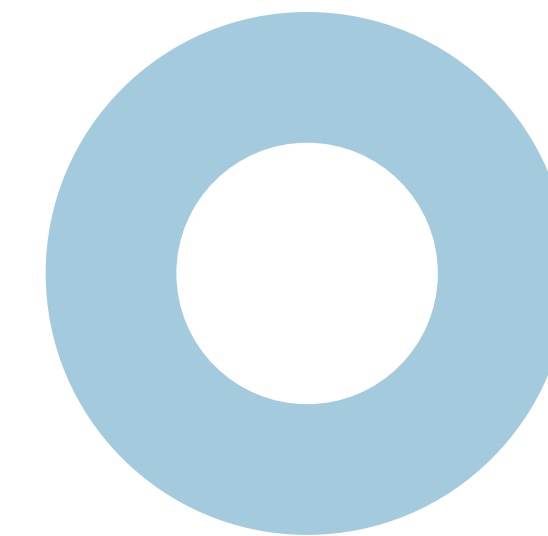


Daylight Blue

CMYK: 60/15/0/0

RGB: 102/178/228

HEX: #66b2e4

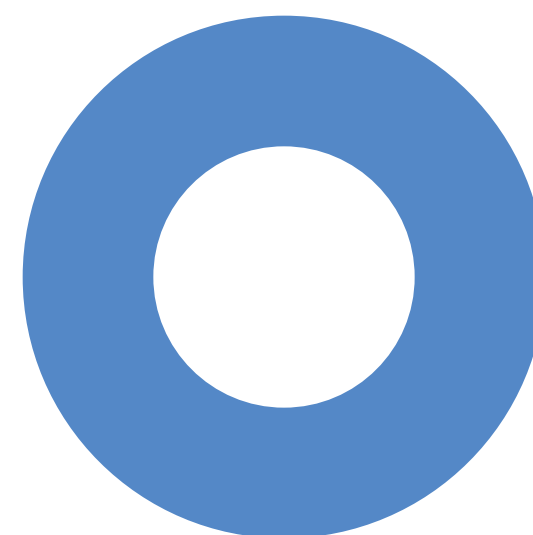


Noon Blue

CMYK: 40/10/10/0

RGB: 164/202/222

HEX: #a4cade

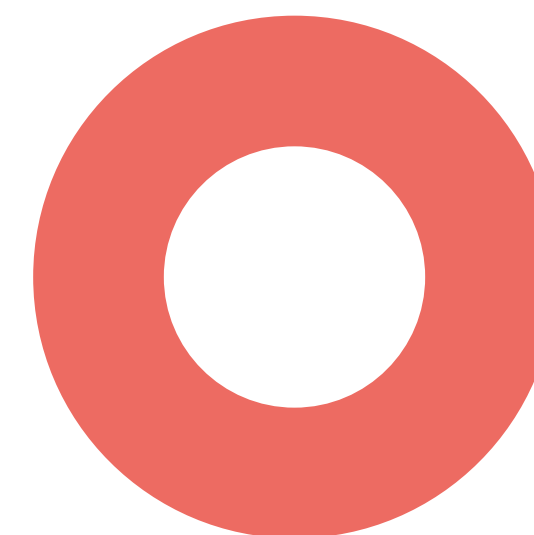


Nightfall Blue

CMYK: 70/40/0/0

RGB: 84/136/199

HEX: #5488c7

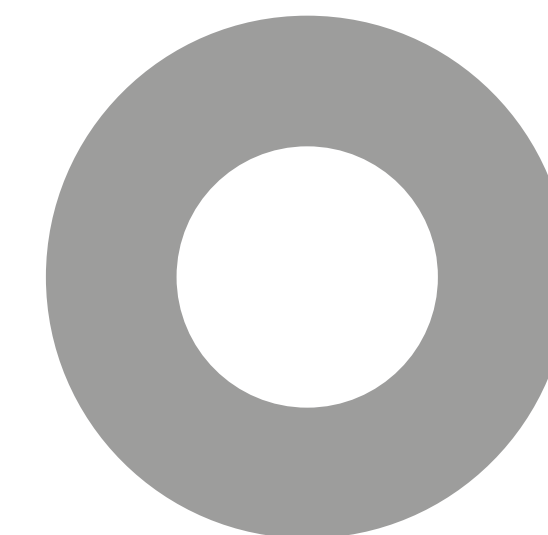


Twilight Pink

CMYK: 0/70/55/0

RGB: 237/107/98

HEX: #ed6b62



Grey

CMYK: 0/0/0/50

RGB: 157/157/156

HEX: #9d9d9c

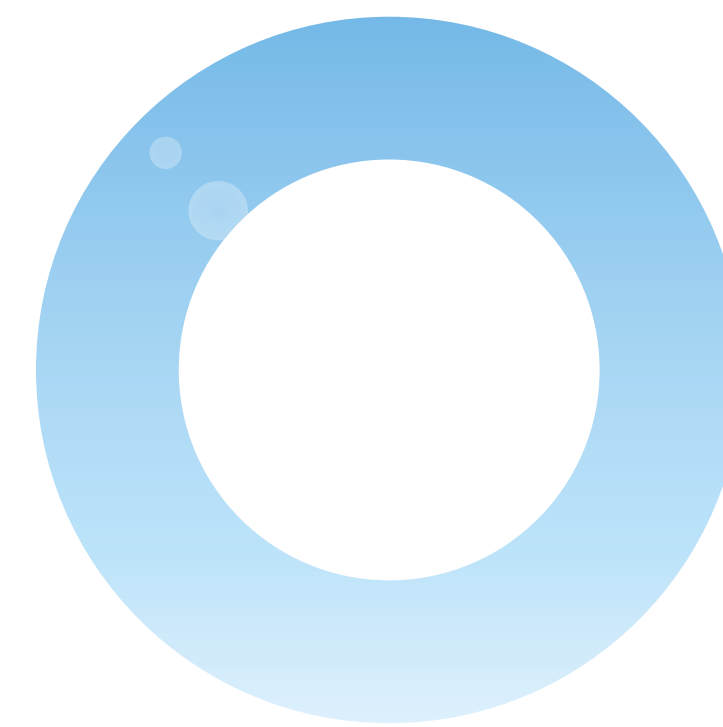
Circular device

Introduction

One key brand asset are our circular devices. These should only be used with the relevant matching logo as a supporting element. They should always be used between 6x (600%) and 10x (1000%) the height of the logo.



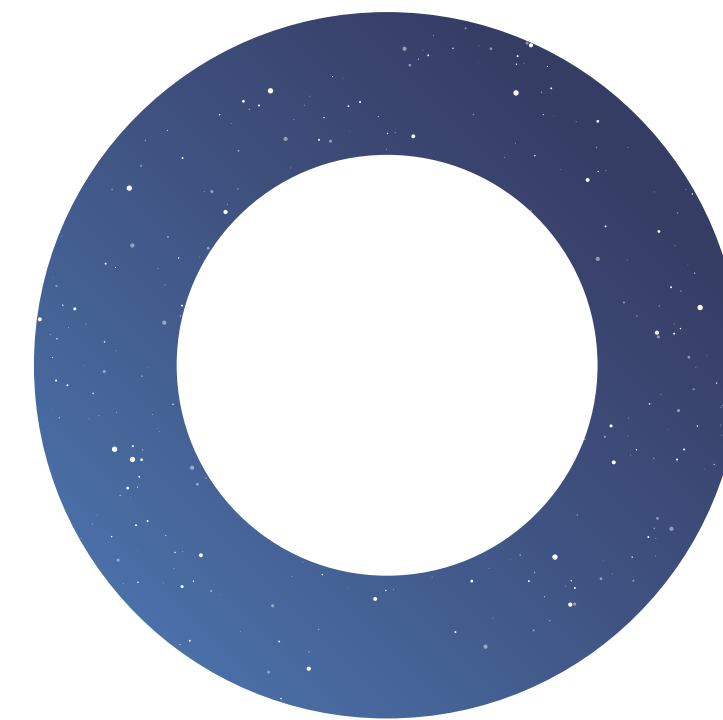
Dawn



Daylight



Noon



Nightfall



Twilight

Animated version available as
MP4

Available as
Ai, PNG



Example usage

These examples show the relationship of the elements coming together when using the circular device. Where possible, when using the circular devices it is important to use as much white space to allow the elements on the page or screen to breathe. Here the circular devices are

Scale relationships

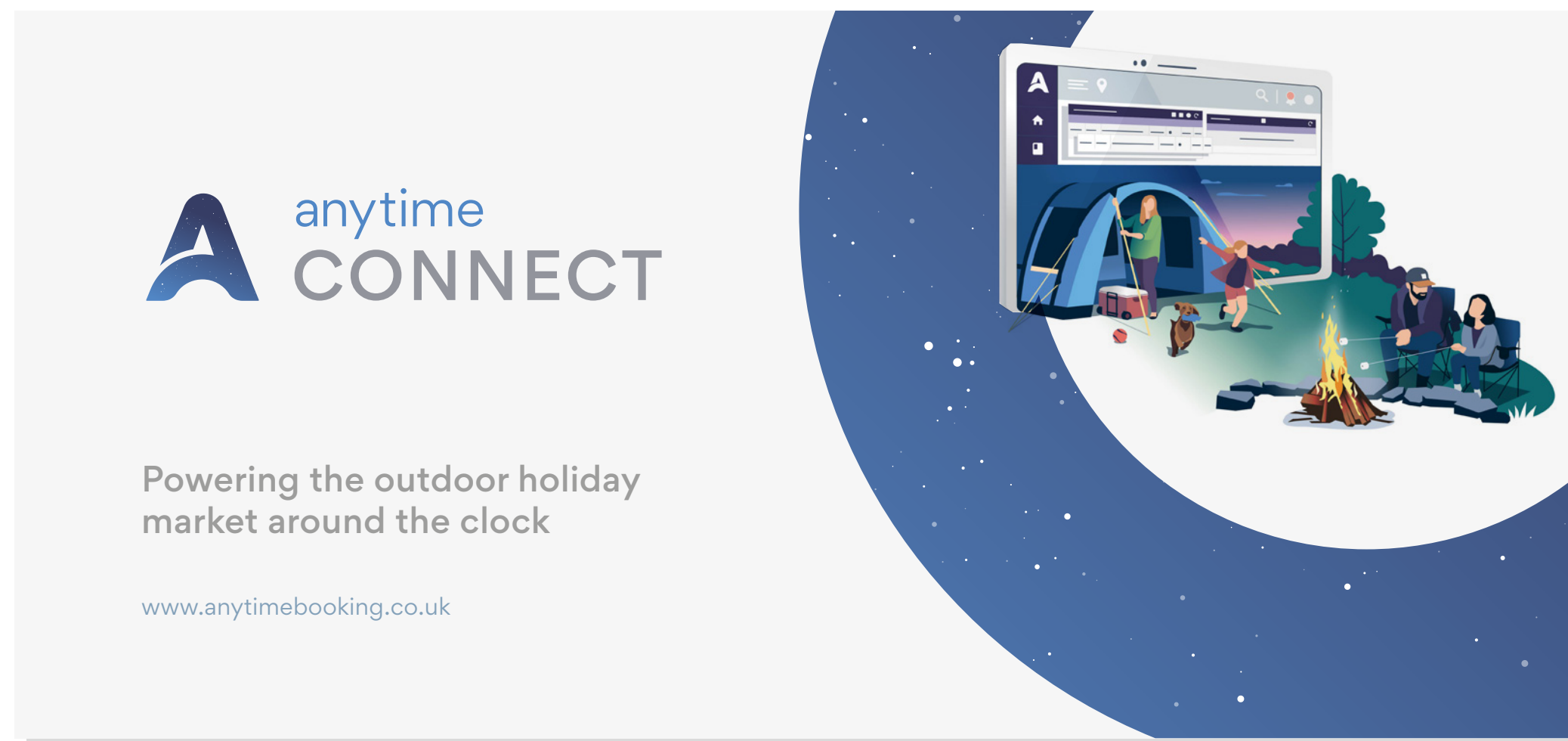
Stacked logo (suggestion 6x the height of 'A')



Horizontal logo (suggestion the height of 'A')



Examples



Illustrations

Illustrations

We have created four illustrations to demonstrate that Anytime is an intrinsic, yet invisible part of the holiday experience. The only guidance on usage is that they should be used on white backgrounds. If positioning within a circular device then the edges of the illustration can overlap the device for a layered effect.



The illustrations show a holiday scene emerging from the Anytime software interface within a various devices.



Examples

Powering the outdoor holiday market around the clock.

Examples

Brochure Covers

anytime BOOKING

Powering the outdoor holiday market around the clock.



anytime CONNECT

Powering the outdoor holiday market around the clock.



anytime WEBSITE

Powering the outdoor holiday market around the clock.



anytime CONNECT

Powering the outdoor holiday market around the clock.



anytime BOOKING

Powering the outdoor holiday market around the clock.



anytime WEBSITE

Powering the outdoor holiday market around the clock.



Examples

Business Cards



Contact

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Anytime Booking

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