



Brand Guidelines

Version 2.2



Positioning Statement

Among those who must travel for work, JT B Business Travel is a visionary brand that provides Zen-like travel experiences because we apply common sense thinking to all aspects of business travel.



Brand Promise

We will create a customized travel experience for your Travelers and Travel Arrangers, designed to fully support each throughout the entire travel process and ensure that no Traveler is ever left behind.

We will strive to build mutually beneficial relationships with Travel Managers and Executives, through a shared vision of exploration and adaptation that leads to enhanced travel management and significant cost savings.



Mission Statement

Life really is a series of moments... and our mission is to make sure that all of your travel-related experiences result in perfect moments, always.



Brand Expression



JTB Business Travel Logo

There are 3 logos available for JTB Business Travel use. The next few pages will contain examples of each logo and how to choose and apply each one correctly.

Please ensure that the appropriate logo is used for any given application and that correct colors are used at all times.

Main "Cube" Logo





JTB Business Travel Logo Variations

The “Stacked” and the “Horizontal” logos are to be used as secondary options when the application of the “Cube” logo would result in a reduction that is difficult to read or the proportions of the medium used are not conducive to a square logo placement. One example may be a promotional item such as a pen or pencil.

Stacked Logo



Horizontal Logo





JTB Business Travel Logo

Protected Area

The JTB Business Travel logo should be positioned with clear space around all sides to ensure visibility and distinction from other object. The height and width of the "T" in Travel can be used to determine the minimum amount of clear space required between the logo and any other text, graphics, logos or page margins.

This rule applies to all sizes and applications.





JTB Business Travel Logo

Logo Application

The JTB Business Travel logo is a single color logo that should always be placed to ensure maximum contrast against the background image or color. Background images and colors should be visually simple and light in color.

This rule applies to all sizes and applications.





Logo Don'ts

For a strong brand image, it is essential that the JTB Business Travel logo appears consistently across all materials. The range of logos available should be flexible enough for there to be no reason to create new versions.

Here are some examples of ways you should not use the logo.



Don't change the logo colors



Don't stretch or distort the logo



Don't place the logo over busy or dark images.



Don't combine the logo with any other imagery or motifs



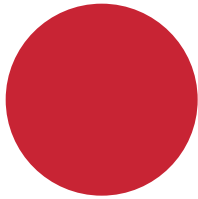
Don't add effects to the logo



Don't place the logo over colors that will cause vibration or that are not in the brand color palette.

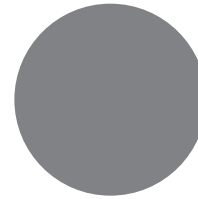
JTB Primary Brand Colors

These colors are used to maintain consistency with the JTB brand guidelines. Please refer to the JTB brand guide for details.



Dynamic Red

Spot - PMS187
Process - C 20, M100, Y90, K0
RGB - R204, G0, B0
Web-Safe Color - #CC0000



Sophisticated Gray

Spot - PMS Cool Gray 7
Process Color - K (Black) 40%
RGB Color- R 153, G 153, B 153
Web-Safe Color - #999999



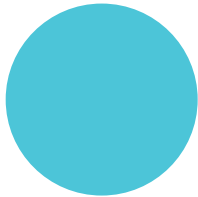
Alternate Web Safe Gray

Light Gray Background - #f0f1f3
Dark Gray Text - #808183

Business Travel Brand Colors

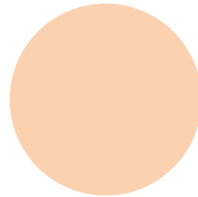
The Business Travel brand colors were chosen to compliment the JTB brand colors. The colors suggest relaxation and happiness while providing a unique visual appeal that stands out within the marketplace.

Primary



Business Blue

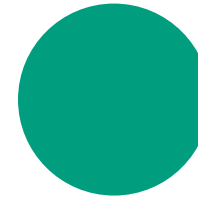
Spot - PMS2198
Process - C61, M0, Y15, K0
RGB - R74, G201, B227
Web-Safe Color - #4AC9E3



Zen Peach

Spot - PMS474
Process - C0, M25, Y36, K0
RGB - R243, G207, B179
Web-Safe Color - #F3CFB3

Secondary



Rich Green

Spot - PMS2243
Process - C90, M5, Y63, K6
RGB - R0, G149, B122
Web-Safe Color - #00957A



Thank you for honoring the JTB Business Travel brand by thoughtfully following our brand guide.

For additional guidance and information on how to best apply any of the JTB Business Travel Brand assets or for additional resources please contact us at: businessstravel@jtbusa.com