



# SOVEREIGN

visual identity guidelines

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## 01 building the Sovereign brand

We are revitalising the Sovereign brand with a new focus and a fabulous new design that expresses our distinctive brand promise. This brand manual is a guide for everybody who will be promoting, implementing and participating in any way in the Sovereign brand.

Sovereign has built a strong reputation over the last 30 years which gives it many positive connotations - dependable, trustworthy, knowledgeable and experienced. Up till now, we've had the same visual look since our invention 30 years ago,

But the market has moved on, consumers have changed and their expectations are much more diverse. And, as you know, they are looking for a high level of service for which they are willing to pay.

We have spent the last 6 months considering the Sovereign brand, what it looks like and what its customers want it to be all about. It is already a strong brand with many customers asking for it by name.

It is time for a new look. We need to put more emphasis on our sophistication and expertise, and to make Sovereign more contemporary and stylish.

But a strong brand is not just about what it looks like in a brochure or an advertisement. It is about giving the customer exactly what they believe they have been promised. This can be concrete things like a room with a terrace or a seaview. And it can also be 'softer', more emotional, things like 'the best advice for me' and 'they always deal with me in a very business like manner'.

Everyone involved in Sovereign has a vital role to play in building the brand. It is important that we all

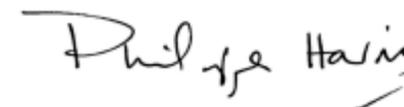
understand what the brand represents, can talk about it accurately, and maintain consistent standards. All our dealings with customers, travel agents or suppliers must be conducted in the same style and with the same underlying meaning - every day.

Building the brand, so that we build an even stronger desire by our customers to buy Sovereign, will be one of the main sources of Sovereign's success in the future.

This brand manual is a guide for everyone within Sovereign. It has two elements. Firstly, it explains the spirit of the brand. This is a guide to Sovereign's brand promise and what we are all part of.

Secondly, it sets out the law for the visual presentation of Sovereign. These are rules, and it is important that they are adhered to ensure we maintain high quality and consistency.

If we all maintain the guidelines in this manual we've got a great opportunity to achieve our vision - to be the premium specialist brand.



**Philippa Harris** Managing Director

**1 May 2001**

## 02 what is a brand?

A brand is much more than a logo. It is a promise to our audiences, both internal and external, of who we are and what we stand for. It's a guarantee of the experience that people can expect to receive from the organisation – and this promise must be delivered every time people come into contact with us.

Successful use of brands results in a positive effect – respect and loyalty. Misuse of brands results in a negative effect – cynicism and boycott. A strong brand, which delivers its promise, promotes understanding and awareness, and helps build good relationships with the market.

But strong brands are not built overnight. They take time, investment and dedication to build and if they are not managed properly they can be severely damaged very quickly.

What makes a strong brand?

Well, think about the ones that come to mind quickly – and why that is.

[Disney](#), [Coca-Cola](#), [Nike](#), [The Olympics](#), [Apple](#), [Virgin Atlantic](#), [Absolut](#).

Our goal is to build Sovereign as a brand that is as strong in its recall and clear in its messages, as are these examples.

Our task is to make sure that everyone involved in our promise not only understands the Sovereign brand, but lives up to it, and delivers that promise, day to day.

## 03 the Sovereign brand promise

We have analysed what it is that makes Sovereign different and special and the new brand has been designed to reflect this.

Our brand centres on the brand promise:

“The holiday you promised yourself”.

The core values at the heart of the brand are:

- Personal approach
- Richness and diversity
- Partnership
- High quality and service excellence.

### **What we do**

- Offer a uniquely wide range of holidays
- Consistent high quality

### **How we do it**

- Hunt out and check holidays personally
- Use our vast product knowledge
- Offer excellent customer service
- Provide a personal approach
- Remain customer focused
- Be sophisticated and discreet

### **Who we are**

- Professional, helpful experts

### **What we stand for**

- The holiday you promised yourself.

## 04 delivering our promise

Strong brands are built on collaboration. Sovereign is a team of strong individuals. The whole is greater than the sum of the parts.

So what does this mean?

### **For our clients...**

- It means each client can expect to be treated as an individual - we'll listen to the client and do things on their terms
- It means as far as possible we'll say 'yes'. We'll do our best to sort out their needs, adding the extras, thinking ahead with them.
- It means we can give a personal view of what's in our brochure, someone on the team can talk from their experience.
- It means high quality can be assumed as standard – from the first time telephone call, to being met at the airport, to getting a follow-up note on their return.
- Partnership means we'll work with each client to ensure they get the holiday they have promised themselves.

### **For our business partners...**

- It means we'll be keeping up our scrutiny, checking out standards and performance.
- It means we'll help them achieve the standards we require.
- It means we'll always be scouting for new partners and new offers to keep up the richness of our range, and the specialness of our holidays.
- It means we'll work together to give clients the best experience they can have - and to achieve the results for all of us.

### **And for ourselves...**

- It means being willing to say 'yes' – to clients, and to colleagues.
- It means we work in partnership with each other as well as building partnerships with clients.
- It means thinking ahead and taking a consultative approach.
- It means we're intelligent and take responsibility when the ball is passed to us.
- It means we have to share our knowledge on hotels, resorts and the business. All our personal experience is a huge asset.
- It means we have a responsibility to keep up high standards. To listen and act on the feedback we get. And to deal with complaints (if they happen) quickly and thoroughly.
- It means we are building a relationship with our clients that is 'adult to adult'.
- It means being aware of the contribution made by colleagues in other parts of the company – we're all part of one team. It's vital that we work well together and respect the contribution we each make.
- If we all work really well to uphold these standards as individuals and as a whole team then we'll give a much better service to our clients – so that they will go on holiday with us again and again.

## 05 the new Sovereign brand

We've created a new look for Sovereign to revitalise the brand and communicate our positioning, proposition and personality.

The new brand mark is a loose Sovereign 'S', inspired by airline destination maps. It expresses our invitation 'Where do you want to go? What experience do you want to have? How can we deliver this on your terms'

It is elegant and professional in design with a deliberately unrestrained character, reflecting our personality and the sophistication of our service.

We are developing a new look to reflect a similar style in all our communication.

It's distinctive, it's sets us apart, it says we're special.

# 06 the master logos

The new Sovereign identity must always be reproduced in the correct form and colour.

No modification can be made to the logo, as any deviation from the specified guidelines will undermine the status and value of the brand. Manipulating the logo is prohibited. Effects such as stretching, condensing, outlining or the addition of a drop shadow must never be used.



**Corner version – secondary use** (LEFT)

This is the secondary use S marque where it is NOT required to be a dominant feature of the design.

The S marque used here is designed specifically for corner applications and is not interchangeable with the full bleed S marque.

On this version, the logotype is a fixed size and position to the S marque, as shown.

There are exclusion zones around the logo and the exact corner positioning guide must always be observed (see section 7).

**Full bleed version – primary use** (RIGHT)

This is the S marque and is the most commonly used version of the logo. As the preferred choice, this full bleed version should be selected wherever possible and used as the dominant feature of the design.

On this version only, the logotype is only restricted to the minimum size (see section 8). Positioning can go anywhere in relation to the S marque as long as the two elements never touch or overlap. It depends on each individual application. However, it must always appear white out.

**Note:** The exact size & position should always be checked with Sovereign Marketing Department before printing.



**Logotype**  
The logotype may be used on its own in (1) positive or (2) negative form.

A large, white, sans-serif 'SOVEREIGN' logo is centered on a dark blue background. The background is decorated with several thin, white, curved lines that sweep across the frame from the top left towards the bottom right, creating a sense of movement and depth.

SOVEREIGN

# 07 large, primary use logo

Two versions of the Sovereign identity exist. A 'full bleed' version and a 'corner' version, both of which have different uses.

The full bleed version is for large use or 'primary' items. Two variations of this version have been created – one for large (normal) use and another for small use. Both have minimum size restrictions which must be obeyed.



Full bleed version – smaller size (shown at its 100% size – A6)

**Full bleed version – larger size** (RIGHT)  
For reproduction at A6 (105x148mm) or larger, this version must be used. Its optimum line thickness (1pt) is when it is used at 100% (A4).

The minimum size at which it can be used is 50% – see sample (1) below. If it is to be reproduced at less than 50%, the smaller version (left) should be used.

**Full bleed version – smaller size** (LEFT)  
For reproduction at less than A6, this 'smaller' version must be used. It has been modified so that when used at 100% (A6), the line thickness is the same as the larger version at A4 size.

**Minimum size samples**  
Illustrated below are sample areas of both the large (1) and small (2) version when used at their minimum size of 50%. This shows the thickness the lines appear.

**Note:** If either version is reproduced at less than 50%, the lines that make up the S marque are at risk of breaking up or filling in.



Full bleed version – larger size (shown at its 100% size – A4)

## 08 small, secondary use logo

The corner version has a different set of restrictions.

It is intended for smaller use or 'secondary' items. This version has maximum AND minimum size restrictions which must be obeyed.

**1** Maximum size – 150%

**2** Optimum size – 100%

**3** Minimum size – 50%

**Minimum size of logotype**  
The minimum size that the logotype ONLY can be used at is 16mm.

**Maximum and minimum sizes**  
When used at 100% (2), the lines that make up the S marque have a thickness of 1pt – this is the optimum weight. However, it can be increased to a maximum of 150% (1) or decreased to a minimum of 50% (3) without losing its clarity. Any percentages outside these boundaries are not permitted.

## 09 exclusion zones

The Sovereign identity requires space around it in order to maximise its presence and standout.

A protective area or exclusion zone around the logo prevents the encroachment of any graphic elements interfering with the integrity of the brand.

**Full bleed version**  
The exclusion zone for this version is the point at which the graphic bleeds off the page. No other graphic element can be placed within this parameter except for the white out version of the logotype.

**Logotype**  
When using the logotype on its own, the exclusion zone should be one 'N' all round.

**Corner version**  
For this version, exclusion zones should be calculated by taking the 'N' from the Sovereign logotype and using its height to calculate the distance from the edges of the logo to the boundary of the exclusion zone.

**Note:** There are no exclusion zones for the top and left side of the logo as these areas are what will be the corner of the document. See how to calculate exact corner positioning below.

Using these calculations will produce correct positioning and allow ample bleed.

# 10 do not

The Sovereign identity must maintain a consistent appearance and consequently never deviate from the logos shown in sections 5.

The following examples illustrate some of the things you must never do.

**1 Background shapes**  
Never contain the Sovereign logo or logotype within a shape.



**2 Background colours**  
Never put the Sovereign logo or logotype on a different coloured background. The only colours permitted for backgrounds are white, black (only in the mono version), and the corporate colours shown in section 10 – 'Colour'.  
NB: In instances where the Sovereign logo is being applied across First Choice Group applications, please first check with Sovereign Marketing Department before printing.



**3 Logo colours**  
Never change the colours of the S marque or the logotype. The only colours permitted are the corporate colours shown in section 10 – 'Colour', or for black and white use, see section 11 – 'Single colour executions'.



**4 Other typefaces**  
The Sovereign typeface is integral to the logo and has been specially drawn to complement S marque. It must never be replaced with any other typeface.



**5 Additional words**  
Never add words to the Sovereign logo or logotype.



**6 Bands around the logo**  
Never surround the Sovereign logo or logotype with a keyline border.



**7 Incorrect positioning**  
Both versions of the logo have a positioning specification. Never ignore these specifications so that the S marque doesn't bleed off at the correct areas.



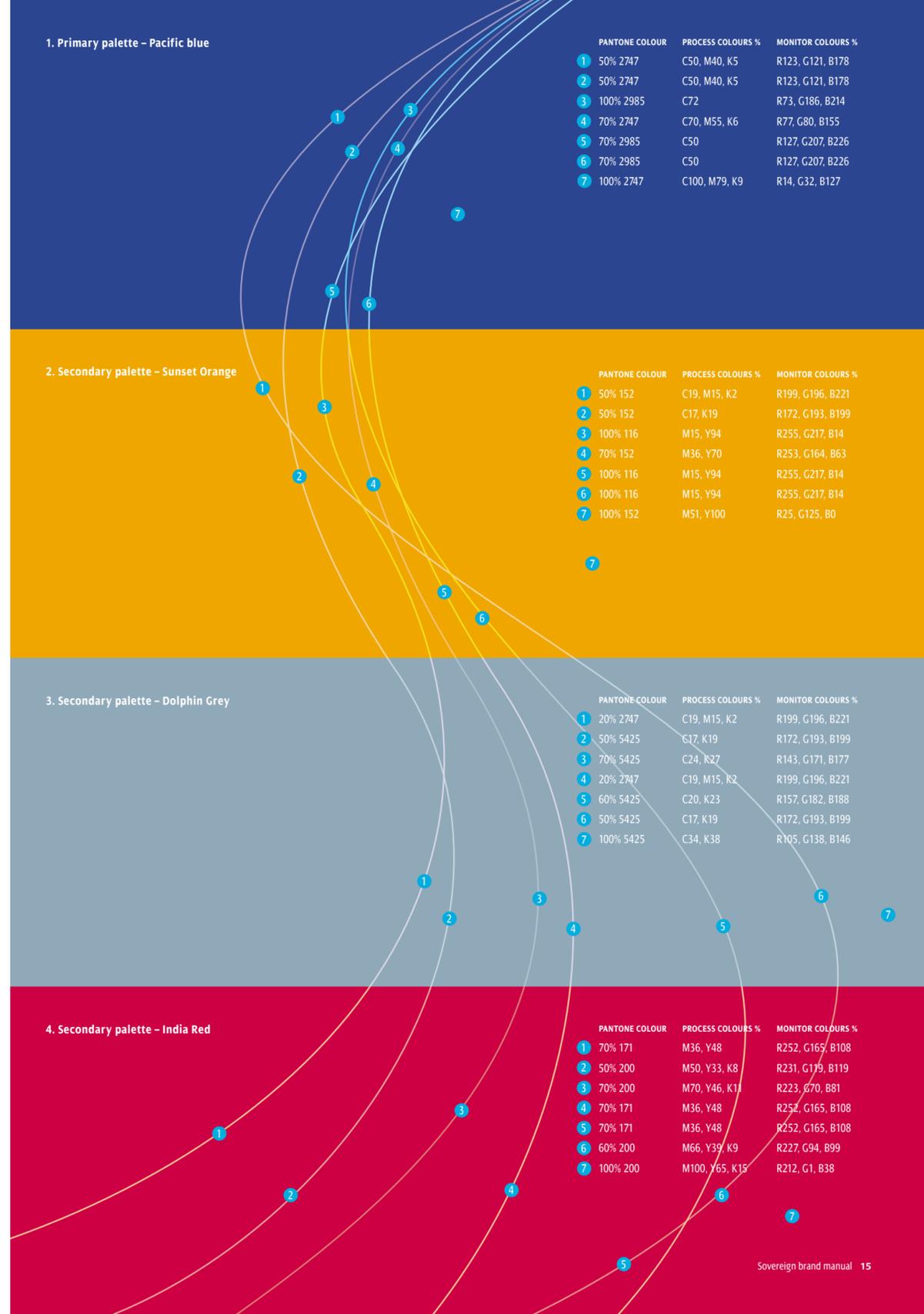
**8 S marque angle**  
The angle of the S marque CAN be used at a rotation of 90° CCW only as an option if desired eg. see compliment slip (section 14 – Stationery). Do not use any other angle.



# 11 colour

Colour plays an important part in shaping customer perceptions of Sovereign. A primary and secondary colour palette have been created.

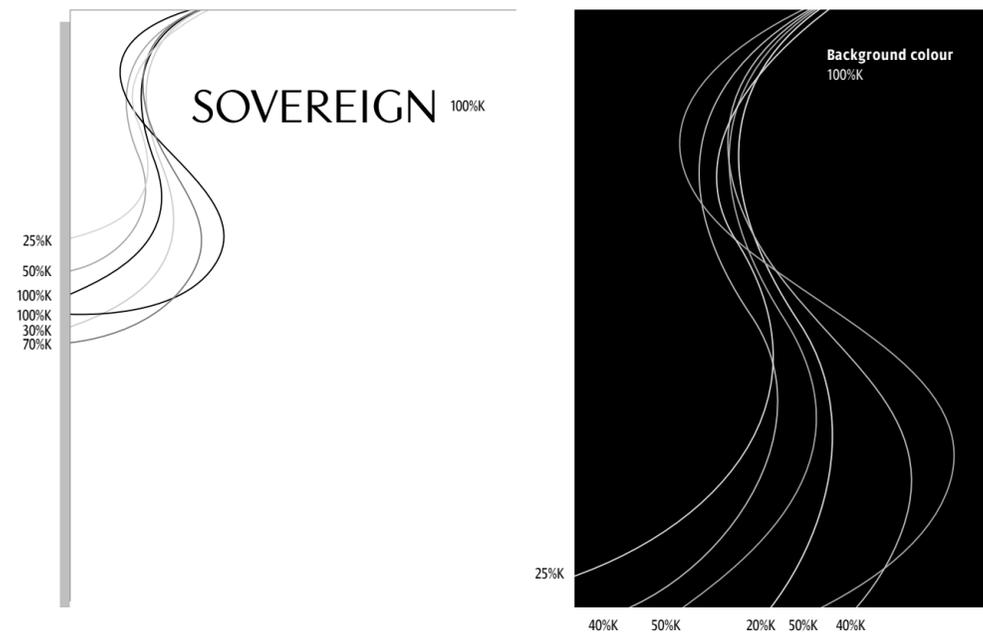
The primary palette, 'Pacific Blue' is the main version used on all stationery (below and 1 opposite). The secondary palette consists of three further colour combinations, 'Sunset Orange, Dolphin Grey and India Red' (2, 3 & 4 respectively, opposite). These colours are available for use on the full bleed version of the S marque ONLY, or can be used as an accent, or highlight colour for literature. The secondary colour palette must only be used on stationery and any other applications must first be checked with Sovereign Marketing Department before printing. Shown here are the two Pantone® colours of each colourway, plus the breakdowns for 'four colour process' and 'RGB' (for monitors).



## 12 single colour executions

The single colour variation is a representation of the colour logos in one colour only – black.

Where possible you should always use the 2 colour version of the Sovereign logo (see section 11) but a black line version is available for use when your production process means you cannot reproduce 2 or 4 colour. You will probably need this version for newspaper work and other one colour applications.



Like the main full bleed colour version of the S marque, larger and smaller variations are available. The same guidelines apply to these (see section 7 – Larger, primary use logo).

## 13 corporate typeface

Among the most important elements of the Sovereign identity is the corporate typeface.

The primary typeface is Dialog, a distinctive typeface available in various weights from an extensive family. It's simplicity and modernity suggest values of functionality, quality and modernity. Illustrated here are a few samples from the family.

Dialog light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 ()&?!" ',:;@#£%

Dialog bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890 ()&?!" ',:;@#£%**

Dialog condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 ()&?!" ',:;@#£%

Dialog condensed - bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890 ()&?!" ',:;@#£%**

Dialog italic - light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890 ()&?!" ',:;@#£%*

Dialog italic - bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***1234567890 ()&?!" ',:;@#£%***

Manipulating the typeface is prohibited. Effects such as stretching, condensing, outlining or the addition of a drop shadow must never be used.

The minimum point size used should be 6/7.5pt. This would be suitable for sign offs at the bottom of letterheads and the back of brochures for example.

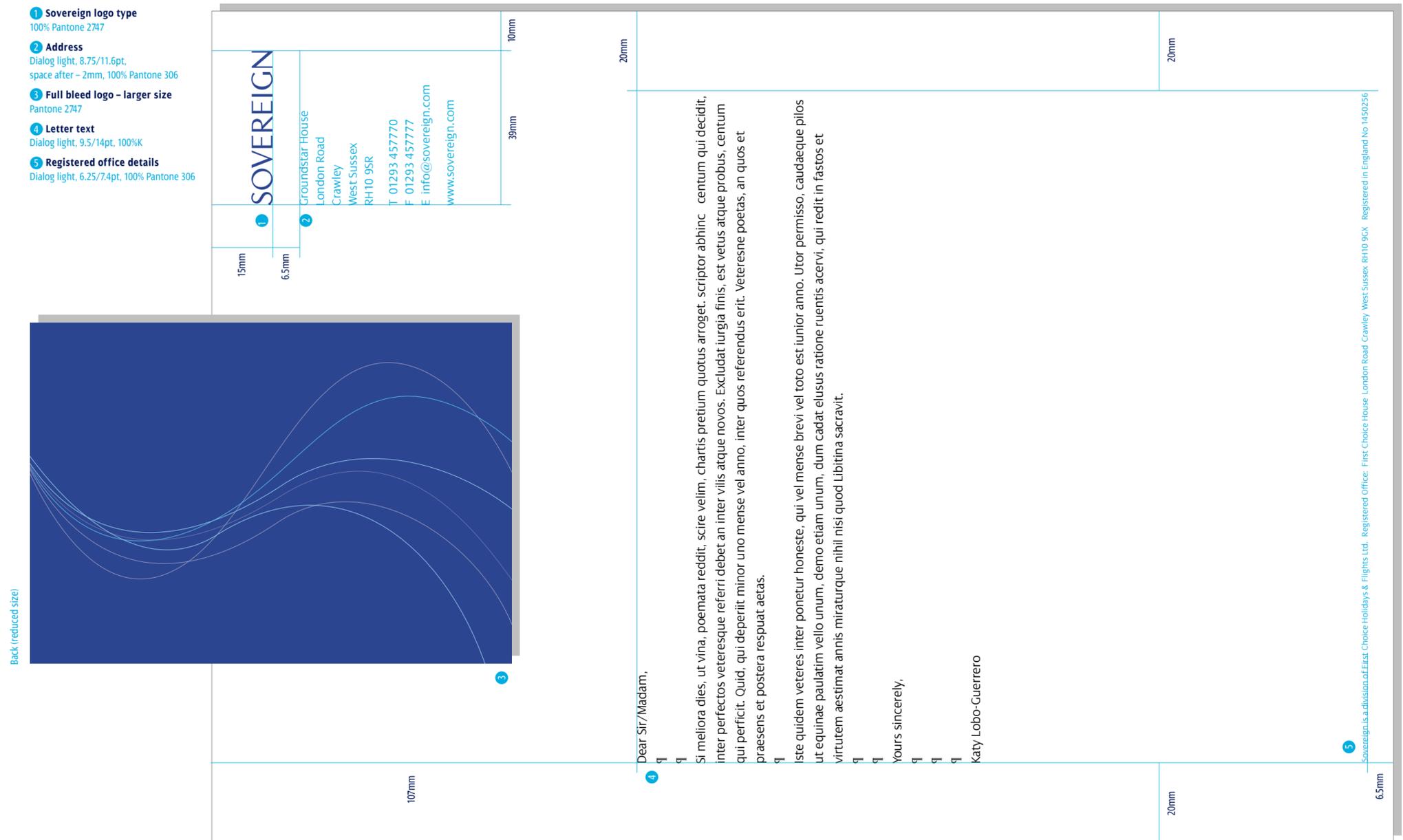
# 14 stationery

The Sovereign stationery elements are designed to be as clear and functional as possible.

They are the first point of contact that many people will have with us and therefore must promote the Sovereign brand in an appropriate manner.



- 1 **Sovereign logo type**  
100 % Pantone 2747
- 2 **Name**  
Dialog light, 8/10.8pt, 100% Pantone 306
- 3 **Job title**  
Dialog light, capitals, 8/10.8pt, Pantone 306
- 4 **Full bleed logo – smaller size**  
White out of 100 % Pantone 2747



Back (reduced size)

# 15 contacts

If you need any advice or have any further questions please use the contacts listed below.

**Katy Lobo Guerrero,**  
**Marketing Communications Manager**

[Sovereign](#)

Groundstar House  
London Road  
Crawley  
West Sussex RH10 9SR

T 01293 457779

F 01293 457777

E [Katy.lobo@sovereign.com](mailto:Katy.lobo@sovereign.com)

[Glazer Limited](#)

T 020 7221 2595

F 020 7221 2667

E [design@glazer.co.uk](mailto:design@glazer.co.uk)