

# EUROPEAN TRAVEL COMMISSION

VISUAL IDENTITY FOR A GLOBAL  
COMMUNICATION CAMPAIGN ON  
RESPONSIBLE TRAVEL

Brand Book V2

# Introduction

This brand book is designed to outline the visual identity and creative approach for partners and their designers to create the various assets of the campaign “UNLOCK AN UNEXPECTED UPGRADE”.

Creative guidelines are provided in this document on the following aspects :

1. Design rationale
2. Typography, colour palette, iconography
3. Photography and videography visual style
4. Guidelines for graphic compositions
5. Language localisation

# 1. Design rationale

# Design rationale

## UNLOCK AN UNEXPECTED UPGRADE

The campaign “UNLOCK AN UNEXPECTED UPGRADE” is aimed at encouraging 4 key responsible travel behaviours: Travel Off-Season, Go Offbeat, Travel Green, and Love Local. These behaviours are introduced to travellers through practical travel recommendations, framed as potential upgrades that enhance their journey.

These upgrades are designed to offer travellers unique experiences, serving as rewards for embracing new travel behaviours.

## What’s an upgrade?

An upgrade functions as a travel hack: by adjusting travel habits, the travel experience will be unexpectedly better compared to those of typical tourists. This allows you to view your travels from a new perspective, adding value to your stay.

An upgrade is provided as a reason to adapt your travel practices and embrace more responsible travel behaviour with a positive mindset; as a result, a reward is given.

# Design rationale

## How are these related to a behaviour?

The upgrades are crafted to encourage one of the four responsible travel behaviours :

- Travel Off-Season
- Go Offbeat
- Travel Green
- Love Local

Instead of presenting abstract concepts or merely urging travellers to change their habits, these upgrades provide concrete travel recommendations that naturally guide them towards more responsible behaviours. By adopting these suggestions, travellers will find themselves incorporating these habits effortlessly.

While some upgrades might be related to multiple behaviours, each upgrade will be assigned to a single behaviour for clarity. This approach ensures the messaging remains focused and easy to understand for travellers.

## How upgrades will be identified and proposed?

A list of upgrades has been developed by ETC to be promoted in collaboration with local partners across Europe. These partners added upgrades from their respective destinations, linking each upgrade to a specific behaviour and passion point. The campaign will focus on a curated selection of these upgrades.

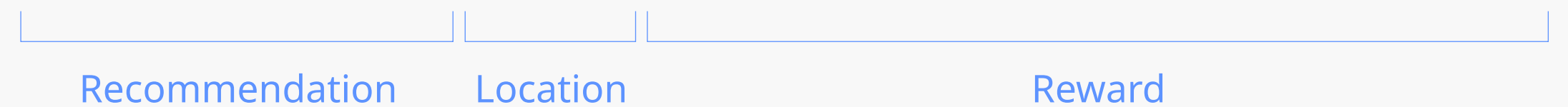
# Design rationale

## How should upgrades be formulated?

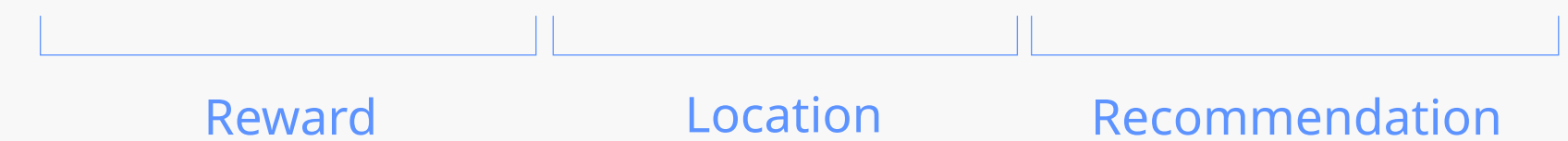
To convey a clear message, all upgrades must be presented in a well-structured way, including three key elements: a recommendation, a location, a reward. The reward should always be presented in bold to ensure it stands out.

- Recommendation: a specific suggestion for travellers on how to experience the upgrade. The proposed activity should be concrete and understandable.
- Location: a precise destination (monuments, city, region, country...) that is easily identifiable to viewers. While globally recognised landmarks like the Colosseum, Acropolis, or Eiffel Tower are familiar, lesser-known natural parks or small towns may require additional context to be effectively localised. The localisation should be adapted to the target audiences and the popularity of the suggested place.
- Reward: a clear description of the advantages travellers can enjoy through the upgrade, spotlighting the unique experiences that await them.

Take the M6 metro in Paris **for an exclusive view of the Eiffel Tower**



For faster access to the Acropolis, **try Athens in fall.**



# Design rationale

It is essential that the upgrades adhere to this structured format for easy identification and clarity :

- Try Santorini in spring for a stress-free way to elevate your stay.
- Visit Estonia in April to experience the exclusive fifth season.
- Take the metro in Porto for exclusive views over the Dom Luís I Bridge.

And these should be avoided, as they don't provide enough clarity on the proposed upgrade :

- Grab a backstage pass to Europe.
- Get a front-row seat with the locals in Arnhem, Netherlands.
- Trade long queues for unique views. Take the train or metro in Europe and move your journey up a gear.

For the sake of clarity and impact of the campaign, upgrades may be re-phrased before being inserted in the visuals, following the above mentioned guidelines.

## 2. Typography, colour palette, iconography

# The typography, colour palette, iconography

## Hierarchisation of the message

The messaging framework is incorporated into several elements in each communication support, which must be precisely organised to create a recognisable communication and graphic system. Each visual will follow multiple communication levels with specific objectives, positioning elements according to their importance and priority to enhance audience understanding.

Specific behaviours are aimed to be promoted, which is why the *upgrades* must be the focal point of the visuals, driving the core message. This quickly highlights key actions, aligning the visuals with our goal of delivering impactful, behaviour-driven communication.

### Key elements to be included in every campaign asset :

- **Eye catcher:** the iconography is used to captivate and inspire, focusing on the moment rather than the tourist attraction.
- **Tagline:** is the official endorsement of the campaign alongside the toggle switch.
- **Identification:** logos and hashtags/url will help identify the communicator. The "Visit Europe" logo and the "Co-funded by the European Union" logo must be featured along with potential partners' logos.
- **Upgrade:** is presented as the central message.
- **The responsible behaviour:** supports the upgrade and clarifies the claim, with each claim promoting one behaviour.

# Typefont

The typography choices are balanced to combine power with simplicity, with the aim of elevating the visual without overwhelming it.

The font is aimed to be distinctive and easily recognisable, while maintaining an air of elegance and sophistication. This cohesive type font will support the campaign’s messaging by providing clarity and enhancing readability across various formats and is expected to be recognisable and memorable to anyone.

## Noto sans / Noto sans SC

Noto Sans is an unmodulated (“sans serif”) design for texts in the Latin, Cyrillic and Greek scripts, which is also suitable as the complementary choice for other script-specific Noto Sans fonts.

These fonts are licensed under the [Open Font License](#). You can use them in your products & projects – print or digital, commercial or otherwise. [Here is the download link](#)

## Noto sans

*Light Italic*

Light

*Regular Italic*

Regular

***Bold Italic***

**Bold**

## Noto Sans SC

Light Italic

Light

Regular Italic

Regular

***Bold Italic***

**Bold**

# Colour palette

The goal is to evoke feelings of warmth, optimism, and adventure, creating excitement around the upgrades being offered.

To enhance versatility, the colour palette includes a large range of colours. This will provide opportunities to match various images and environments, ensuring a cohesive visual experience that resonates with the campaign's adventurous spirit.

In order to design your campaign asset, a pair of colour should be chosen and applied to the graphic element dedicated for the upgrade and the behaviour. The use of the lightest colour should be reserved exclusively for indicating upgrades while the other is designated for the behaviour.

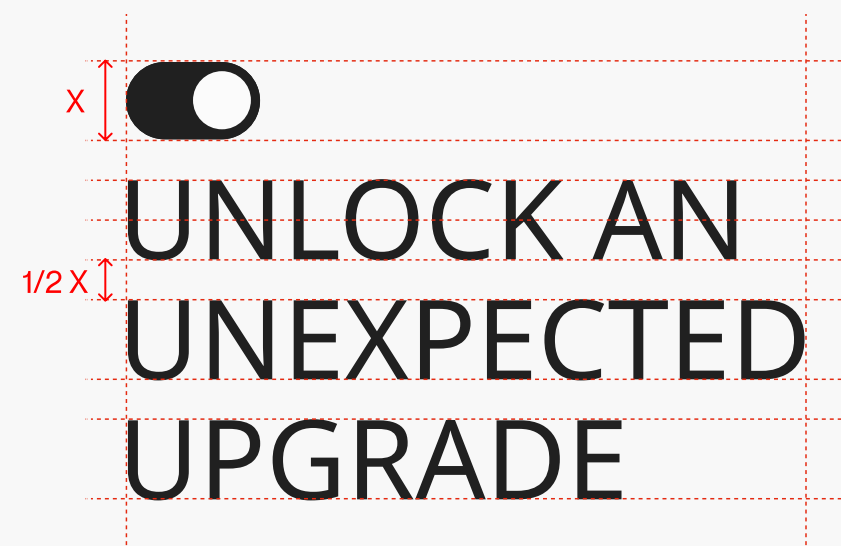
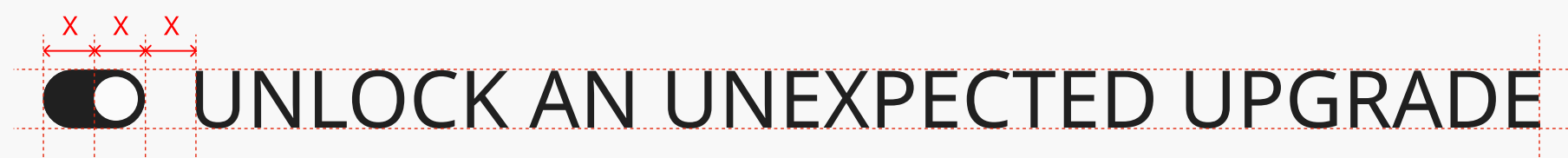
## Characteristics of the colour palette :

- Elicits feeling of warmth, optimism and adventure
- Selection of bright colours in two versions (vivid / shaded)
- Contrasts with natural colours of the photographs to enhance readability
- Large colour palette to ensure flexibility in all contexts and any type of pictures



# Iconography - Tagline

The font used is Neue Montreal Regular, presented in all uppercase letters. Two different versions are available : the most common is in a single-line format, while the second, arranged in three lines, is intended only for smaller formats (e.g., skyscraper or some merchandising items). Regarding the color palette, the switch of the toggle must match the color selected for the bubble graph elements.



## Don't

Ensure the font size remains unchanged next to the toggle switch icon.



Ensure the sentence is not displayed in bold font.



Avoid switching to lowercase letters.



# Iconography - Logos

Both the "Visit Europe" and the Co-funded by the European Union" logos must be included in all communication materials specified in this brand book. The current positioning and order of the logos should be maintained without any changes being made.

The partner's logo should be positioned on the left side of the "Visit Europe" logo, aligned and maintaining the height specified for the other two logos.

The logos should be placed within a white block to ensure visibility.



## Don't

Do not change the positioning and order of the logos.



Do not stack the logos on top of one another.



Please keep the logos in their original colors.



# Iconography - Images

The visual direction is centred around the concept of "Upgrades" setting the approach apart from typical travel and destination photography that often focuses on popular tourist attractions such as natural landscapes, monuments, and cultural traditions. For this communication campaign, the iconography will emphasise the experiential aspect of travel, highlighting moments that reflect the added value these upgrades bring.

Full-screen images should be used for creating an immersive experience that draws viewers into the heart of the campaign. This approach not only captures attention but also enhances the emotional connection to the proposed upgrades. By filling the viewer's field of vision with vibrant visuals, feelings of wonder, excitement, and curiosity are evoked.

These images are served as a canvas for the upgrades, allowing the audience to visualise their potential experiences in Europe. This immersive design element is deemed essential for conveying the richness and depth of the upgrades being offered, and for transforming abstract concepts into relatable, tangible experiences.

The goal is to portray travellers in Europe from a fresh, immersive perspective, highlighting the rewards and unique aspects these upgrades bring to their journey.

### 3. Photography and videography visual style

# Photography and videography visual style

**Immersive perspective:** Images should be captured from within the experience, making the audience feel as they are part of the journey. This perspective allows the viewer to live the experience alongside the traveller, rather than just observing it. The camera should be placed at the heart of the action, portraying a first-person viewpoint that feels intimate and engaging.

**Human connection:** The imagery should be human-centric, highlighting how travellers interact with and enjoy the upgrade. The focus isn't solely on the traveller but rather on the act of experiencing the upgrade. This approach adds a personal touch, allowing viewers to connect emotionally with the experience, without the image appearing as a mere portrait or travel diary.

**Moment-focused:** Instead of showcasing tourist landmarks, the photography and videography should capture moments of personal discovery, offering unique and unexpected angles of well-known destinations. This helps convey the idea of experiencing travel in a deeper, more authentic way. The emphasis should be on the travellers and their experience, with the landmarks serving merely as a backdrop. This approach enriches the storytelling, highlighting how the journey is experienced in a more profound and authentic way.

**Atmospheric lighting:** images should prioritise capturing light that embodies the essence of travel and memorable moments. The pictures can be taken at any time of the day, however the lighting, colour scale, and reflections should evoke a dreamy atmosphere, reinforcing the aspirational nature of travel.

Therefore, every picture and video should respect the following criteria:

- The camera, at the heart of the action offers a perspective “from being inside the moment”.
- The picture depicts one or several travellers (small group) enjoying a unique experience.
- Landmarks can be present in the picture to give a sense of place but are not regarded as the main focus.
- The colours and light effects should give the impression of an exclusive and unique experience.

# Photography and videography visual style



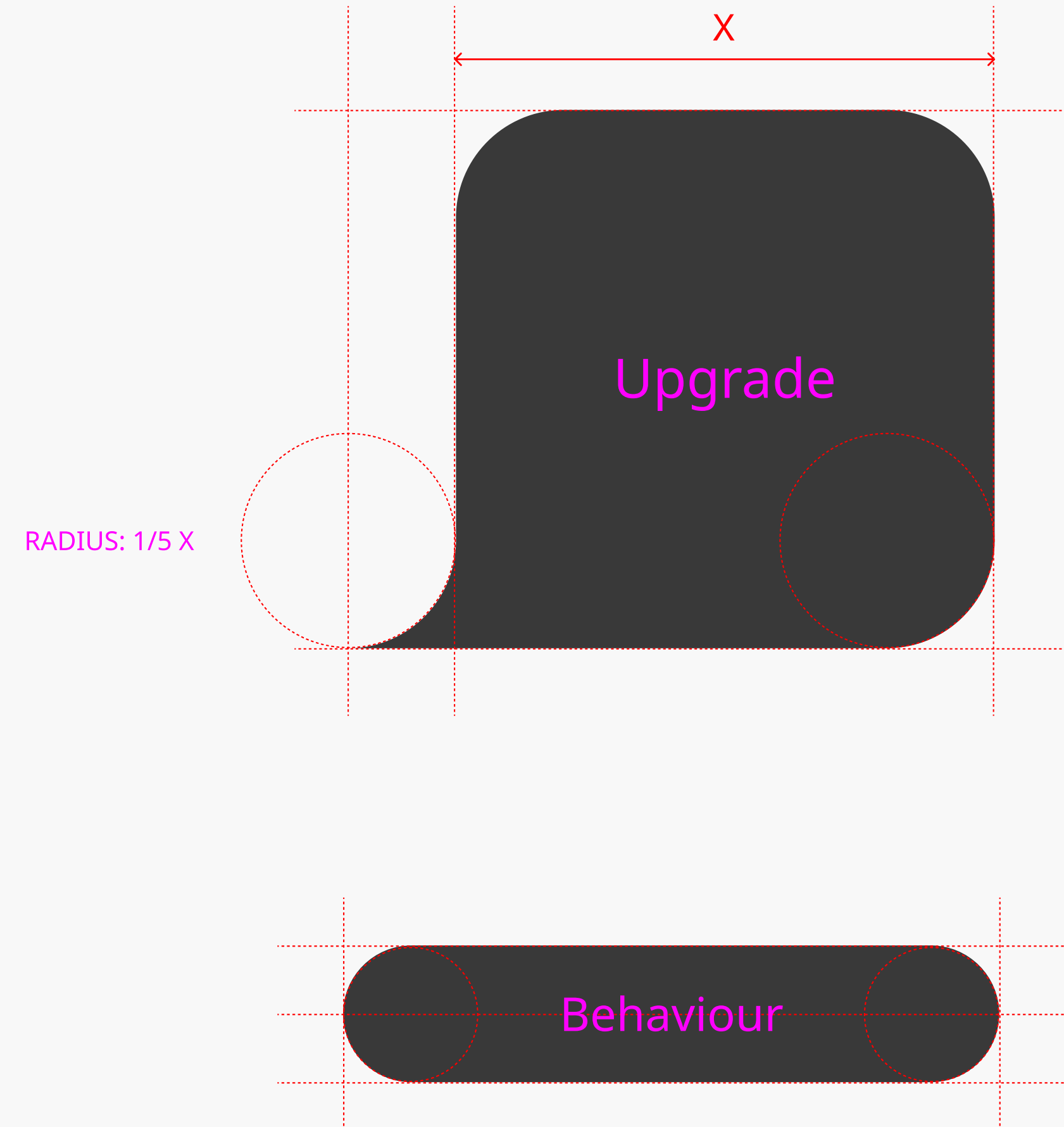
## 4. Guidelines for graphic compositions

# Graphical elements

From the selected colour combinations, the lightest colour should be used for the upgrade, while the darker colour is reserved for the behaviour. The combinations should be kept as presented in the colour palette, and colours from different combinations should not be mixed.

Graphical elements are used to highlight the upgrade. It should be adjusted in terms of size to accommodate the upgrade and behaviour.

As a reminder, the reward should always be presented in bold to ensure it stands out.



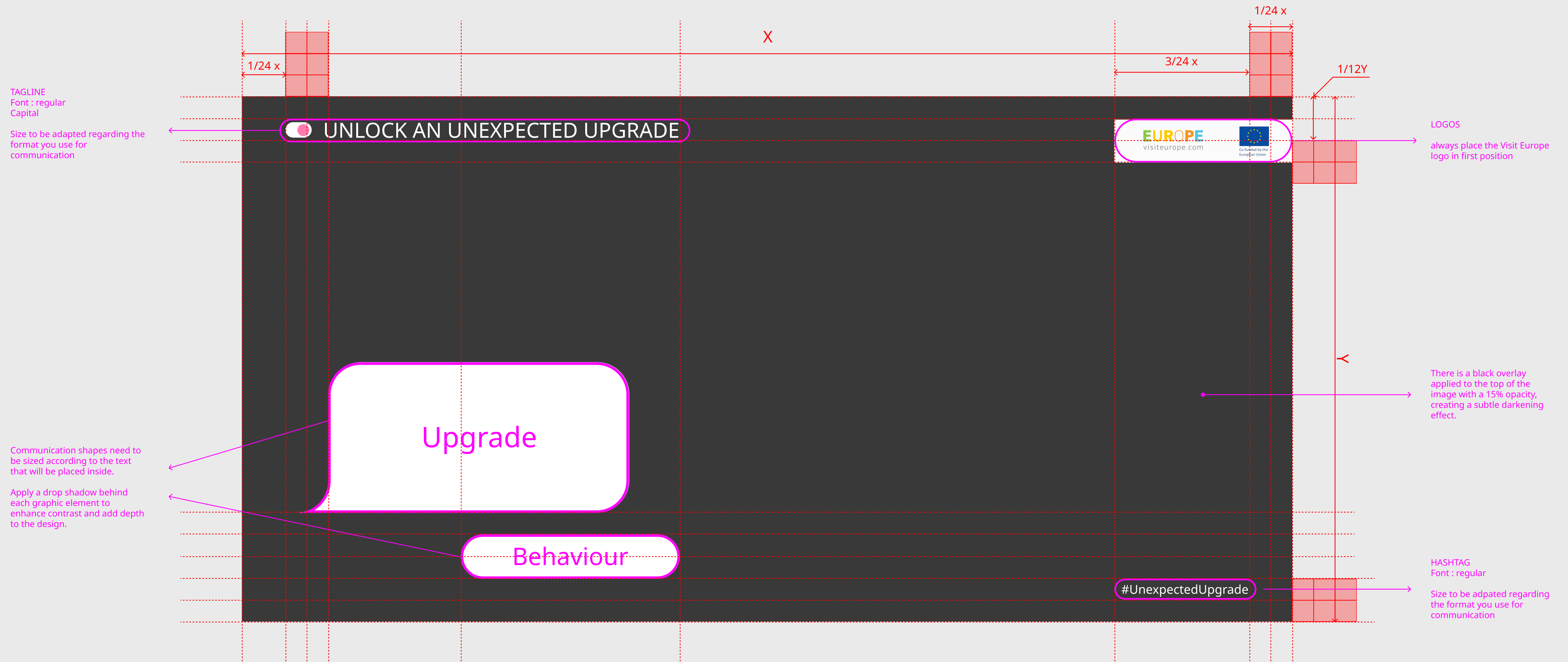
# Asset sizes and proportions

Some of the asset sizes provided in this brand book are calculated based on proportional dimensions rather than fixed pixel counts. An X and Y base is used for these cases, meaning that the dimensions of these assets are determined in relation to the overall proportions of the document. For example, if the base size of the document is X pixels wide and Y pixels tall, the rest of the asset sizes are scaled proportionally to maintain visual consistency.

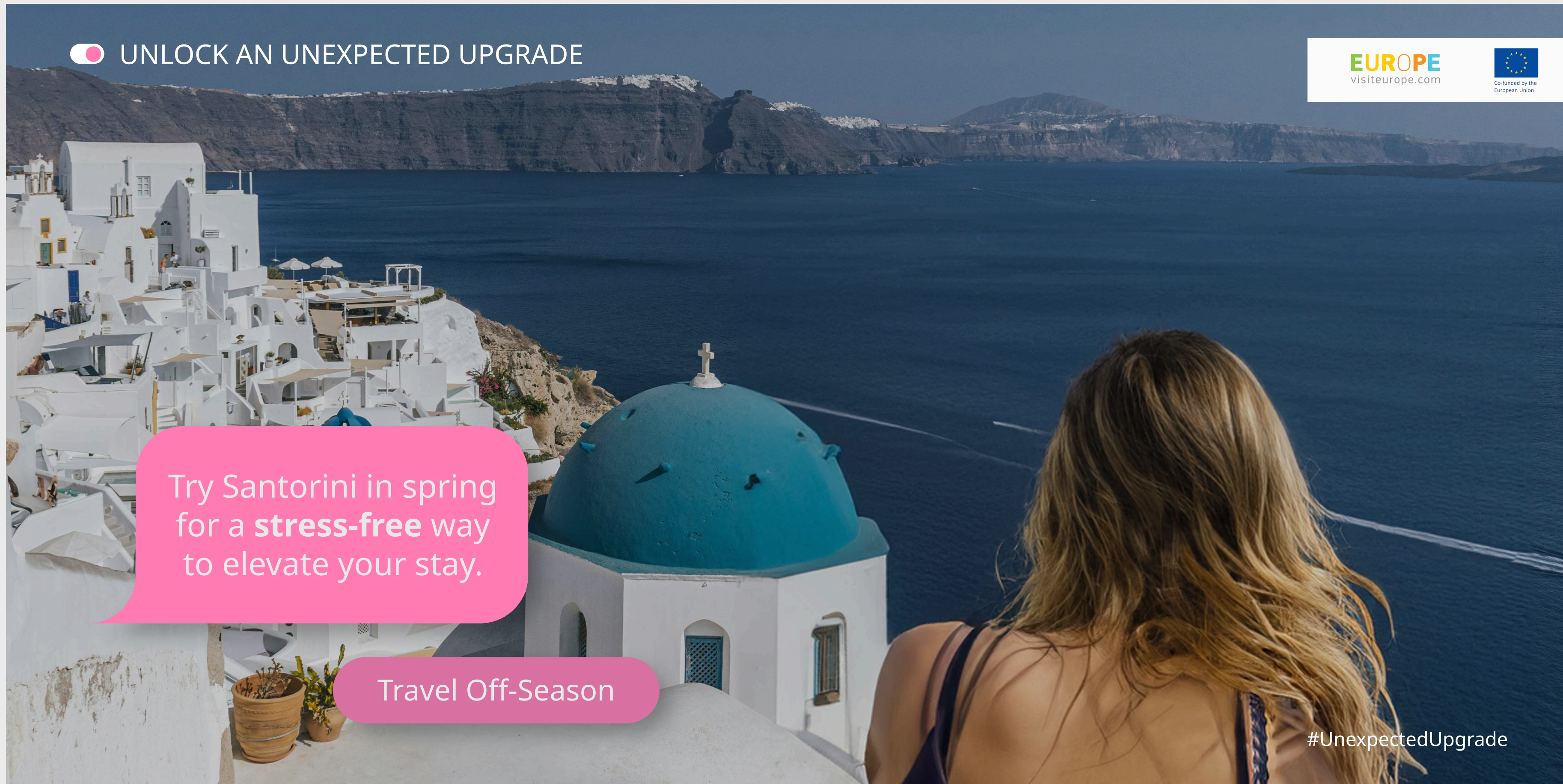
When specific pixel dimensions are not required, this proportional method ensures that all elements maintain their intended layout and aesthetic relative to the overall design.

However, for fixed-format assets—such as social media visuals—specific pixel dimensions are used that follow platform requirements. These sizes are deemed non-negotiable to ensure compatibility and optimal display across platforms. For example, social media images may need to adhere to predefined pixel sizes like 1080x1080 or 1920x1080.

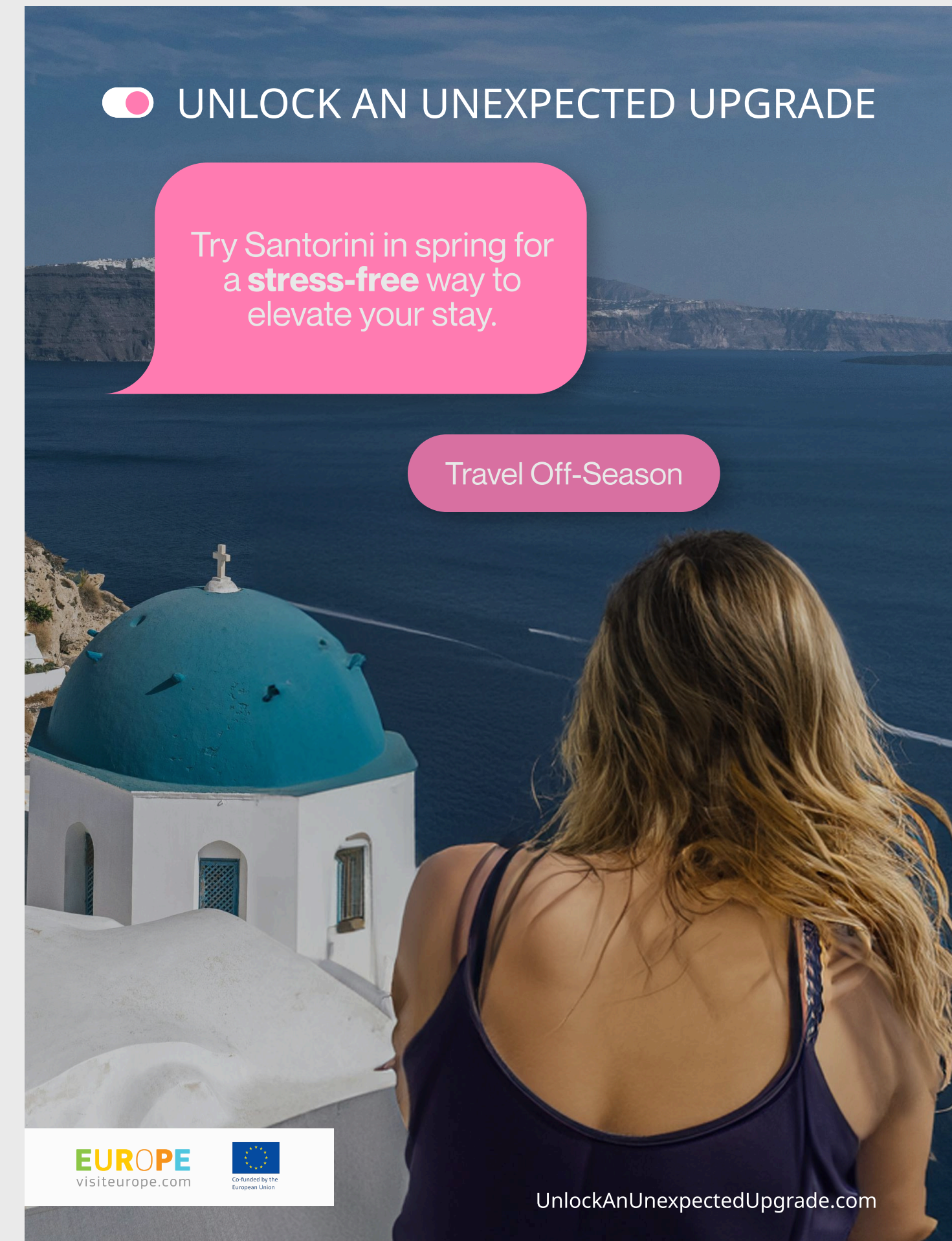
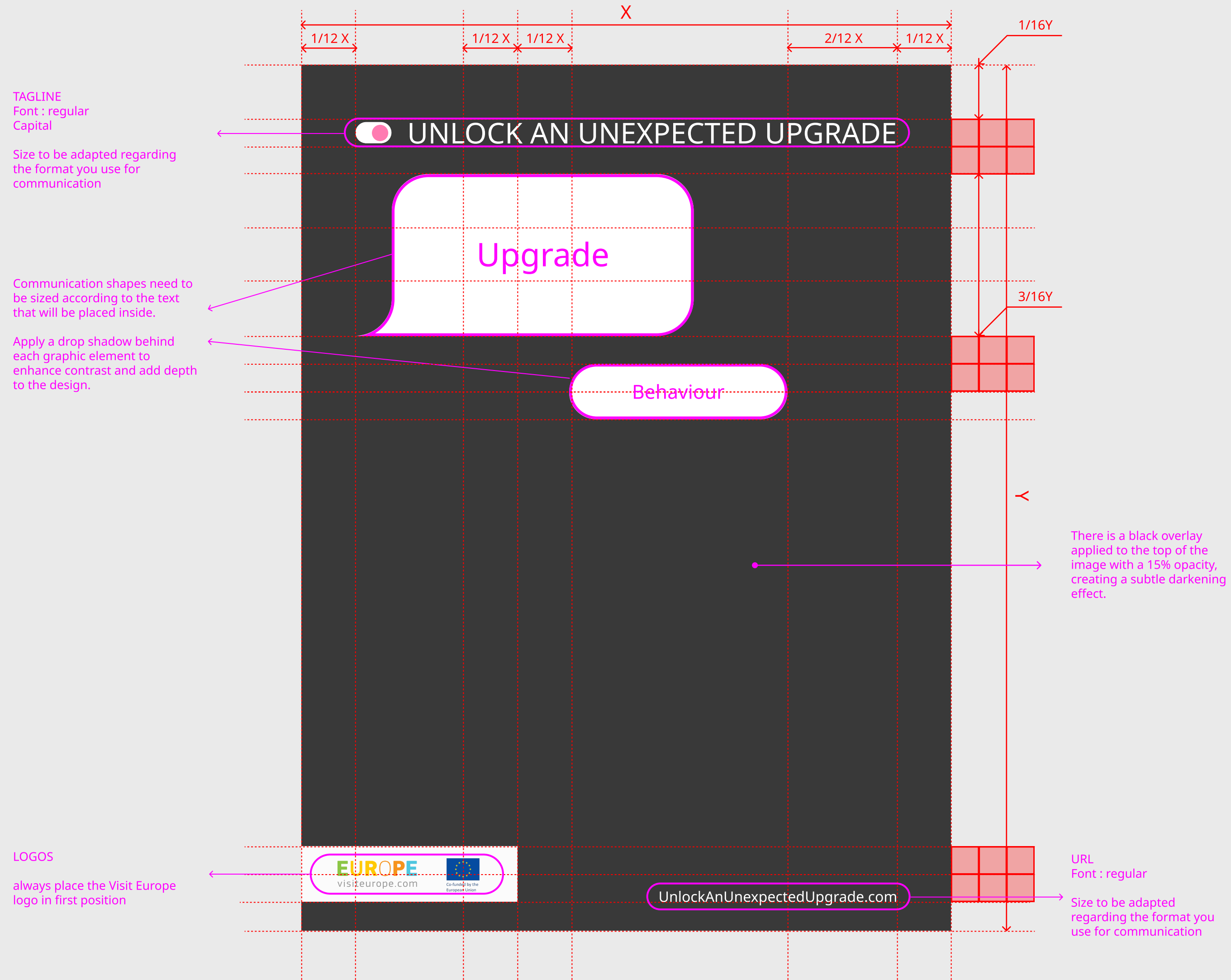
# Street DOOH poster - Landscape template



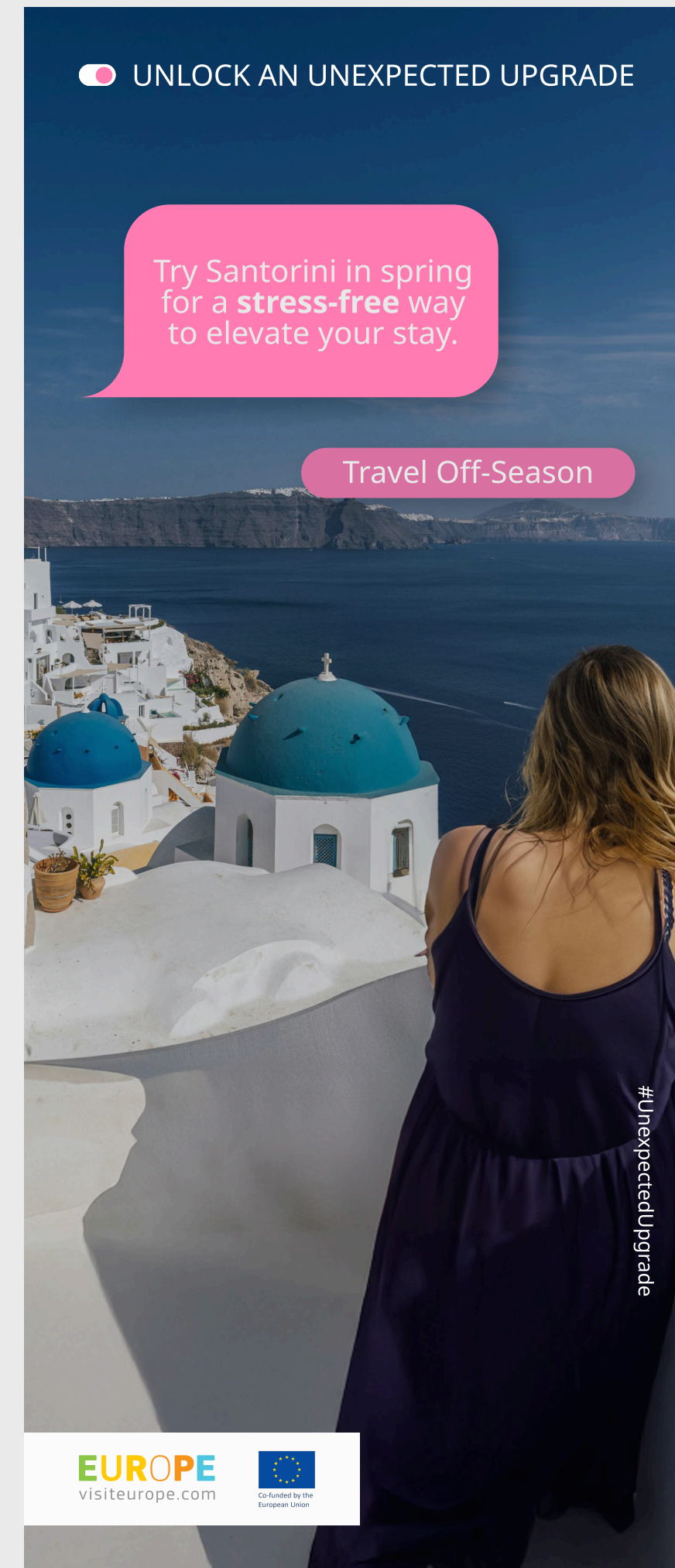
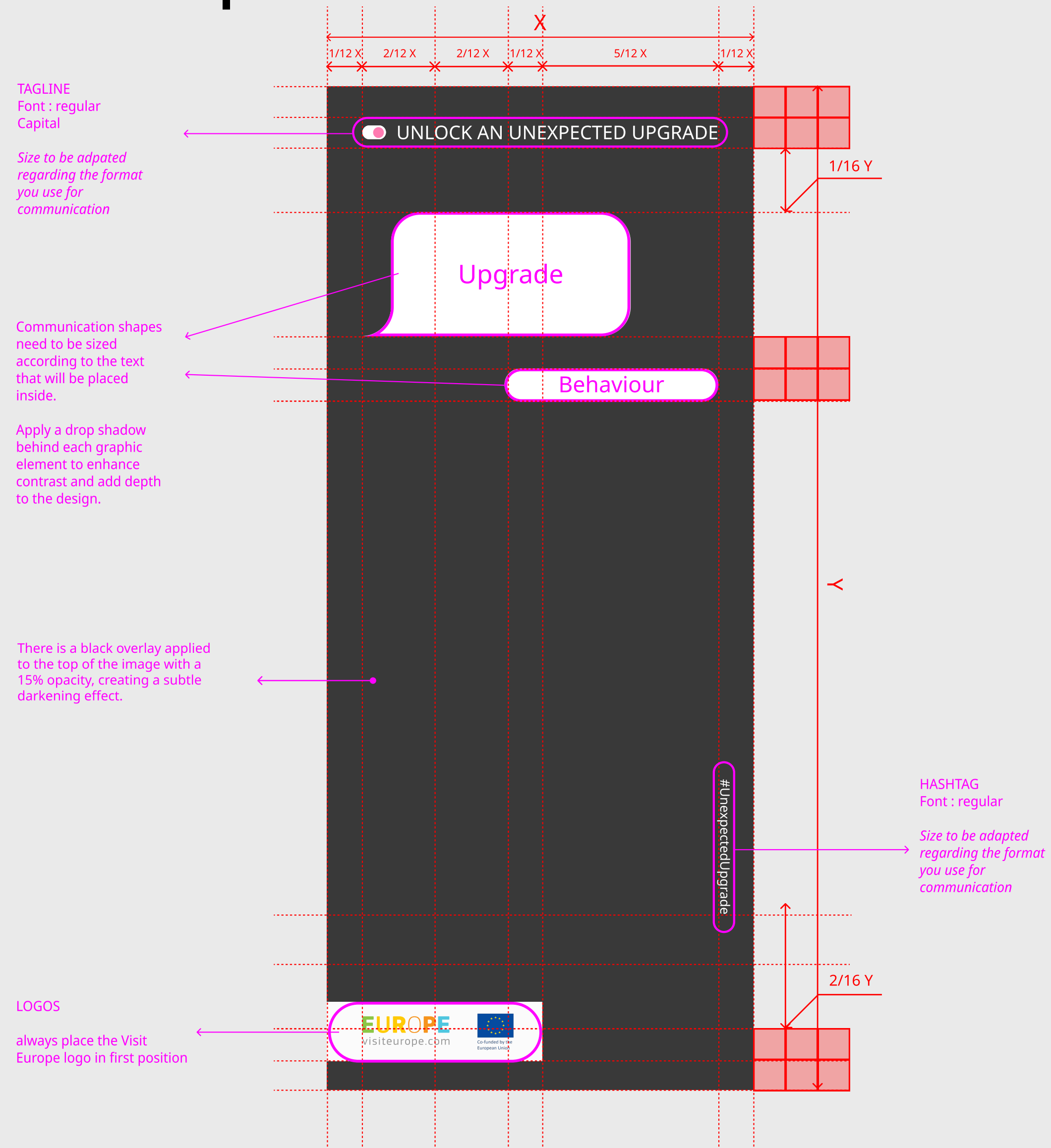
# Street DOOH poster - Landscape template



# Street DOOH poster - Portrait template

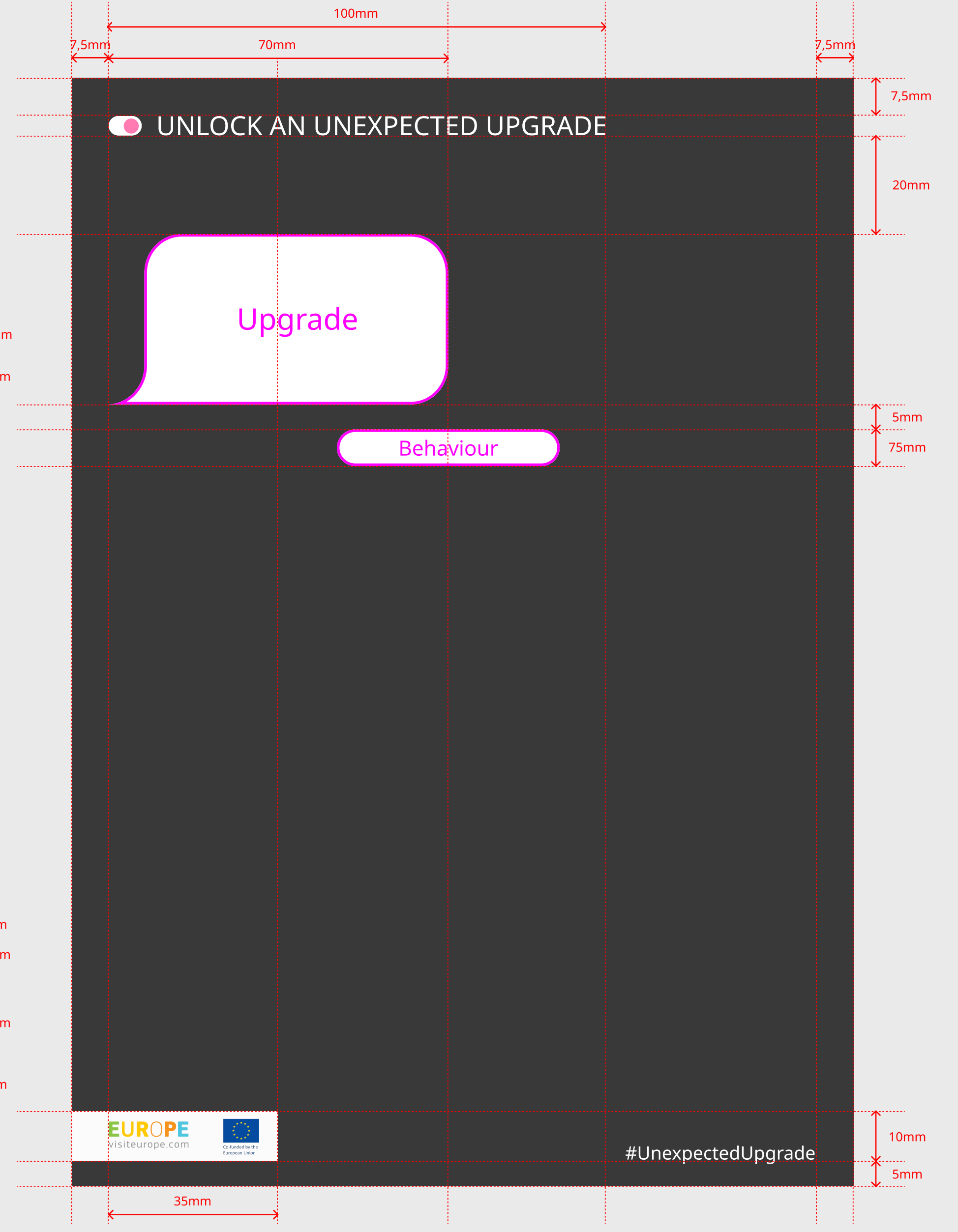
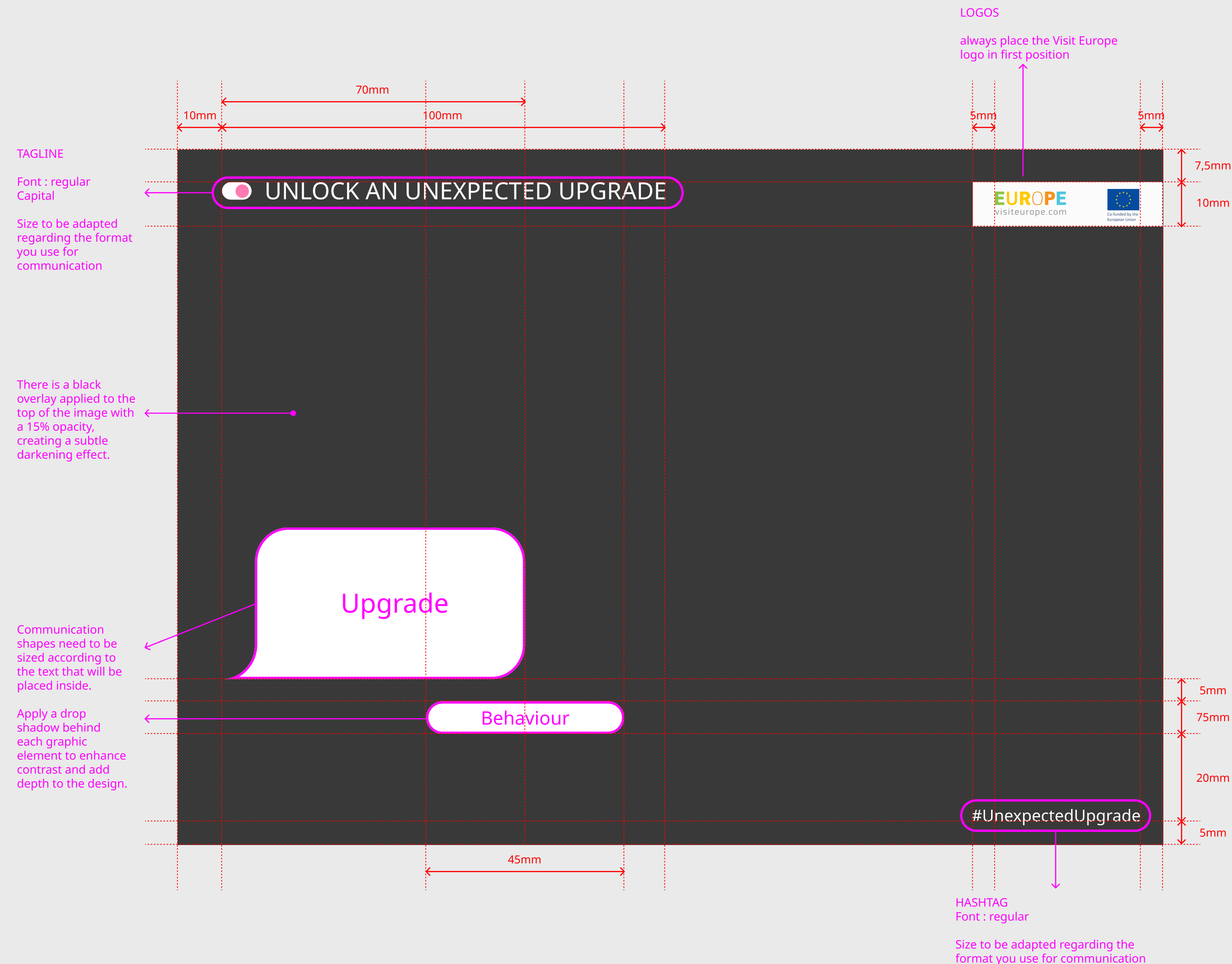


# Roll-up template



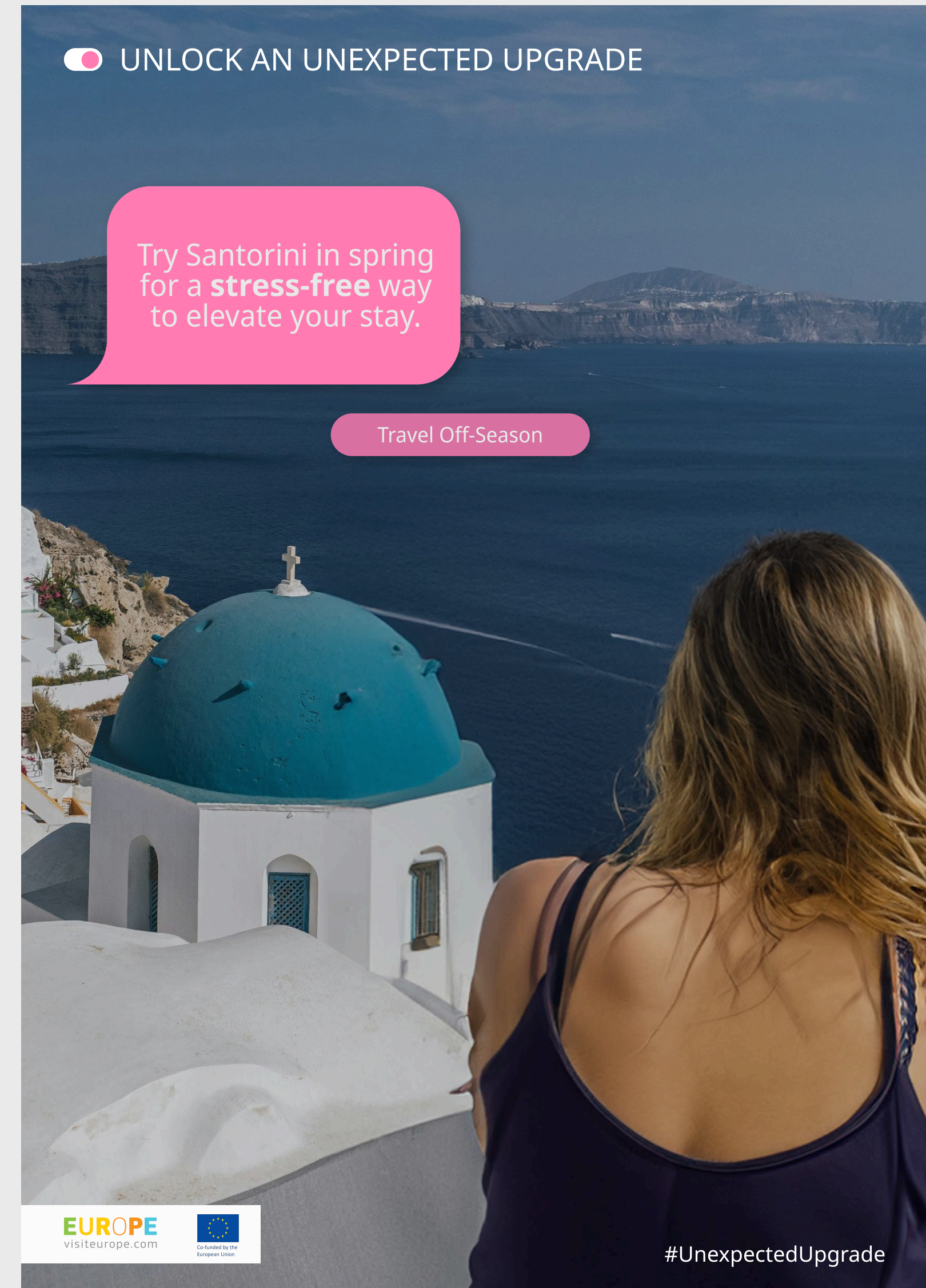
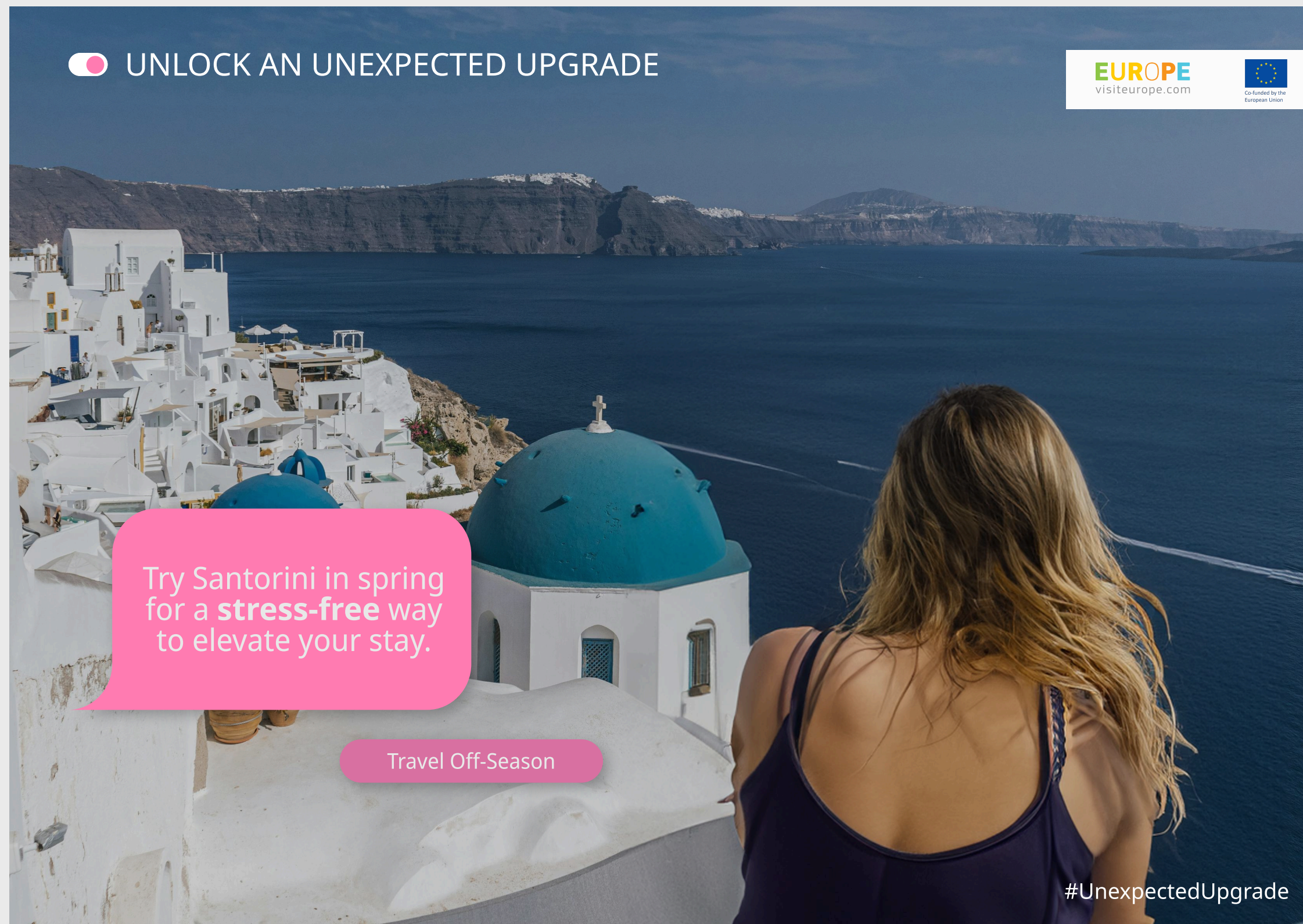
# A4 Template

landscape & portrait — A4 : 210 mm x 297 mm



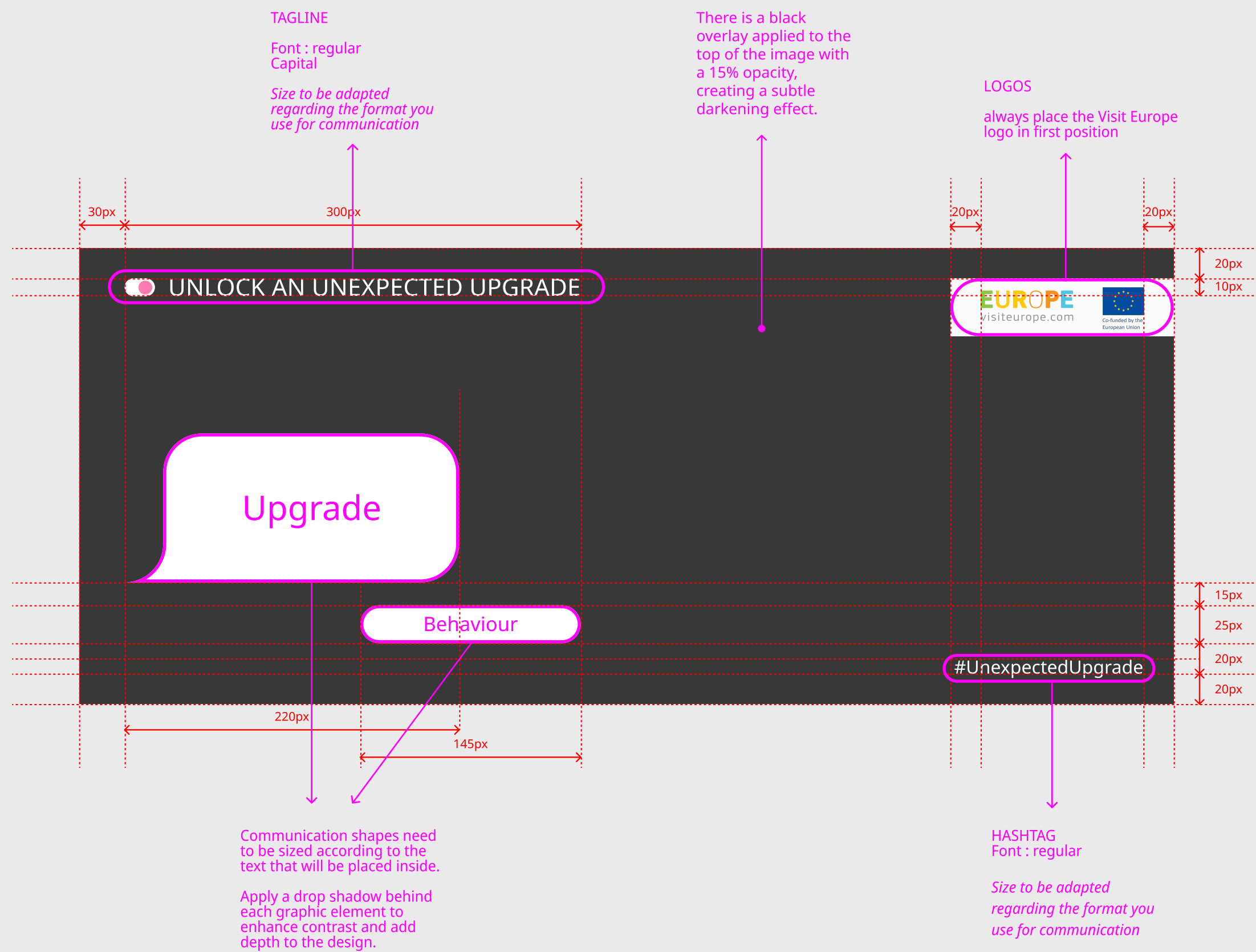
# A4 Template

landscape & portrait — A4 : 210 mm x297 mm

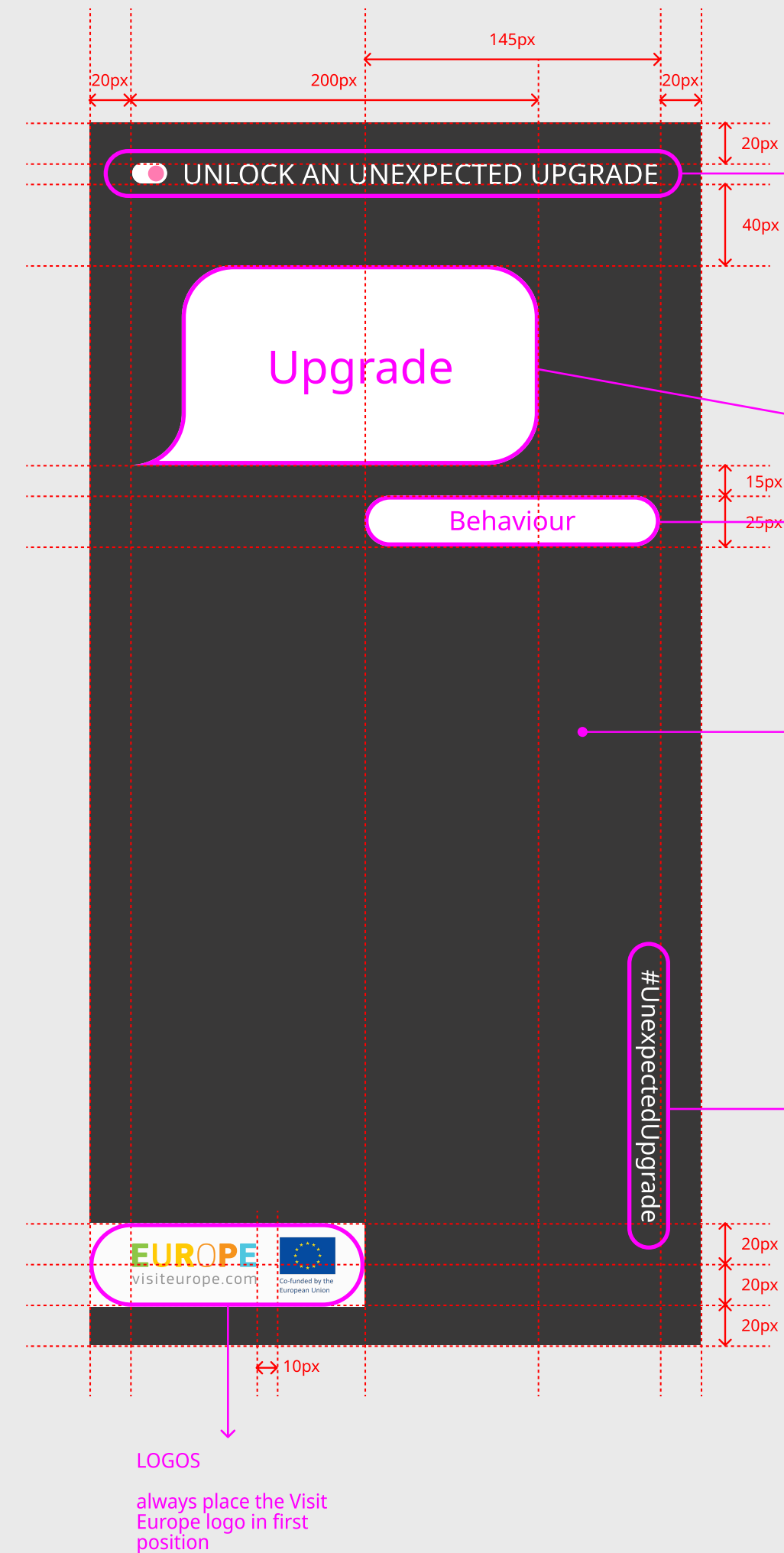


# Web banner

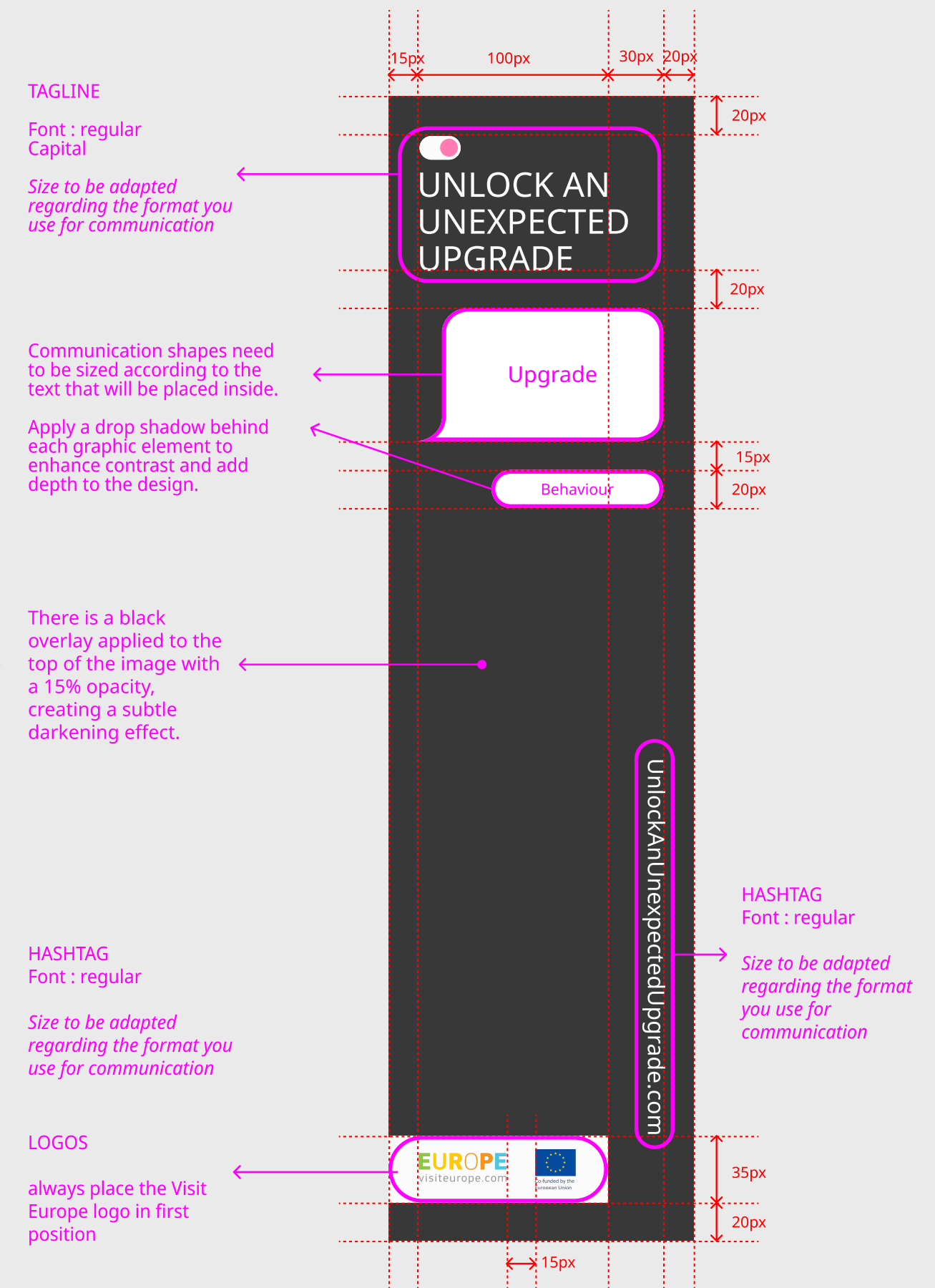
720 x 30 px - Pop-under



300 x 600 px - Half page Ad

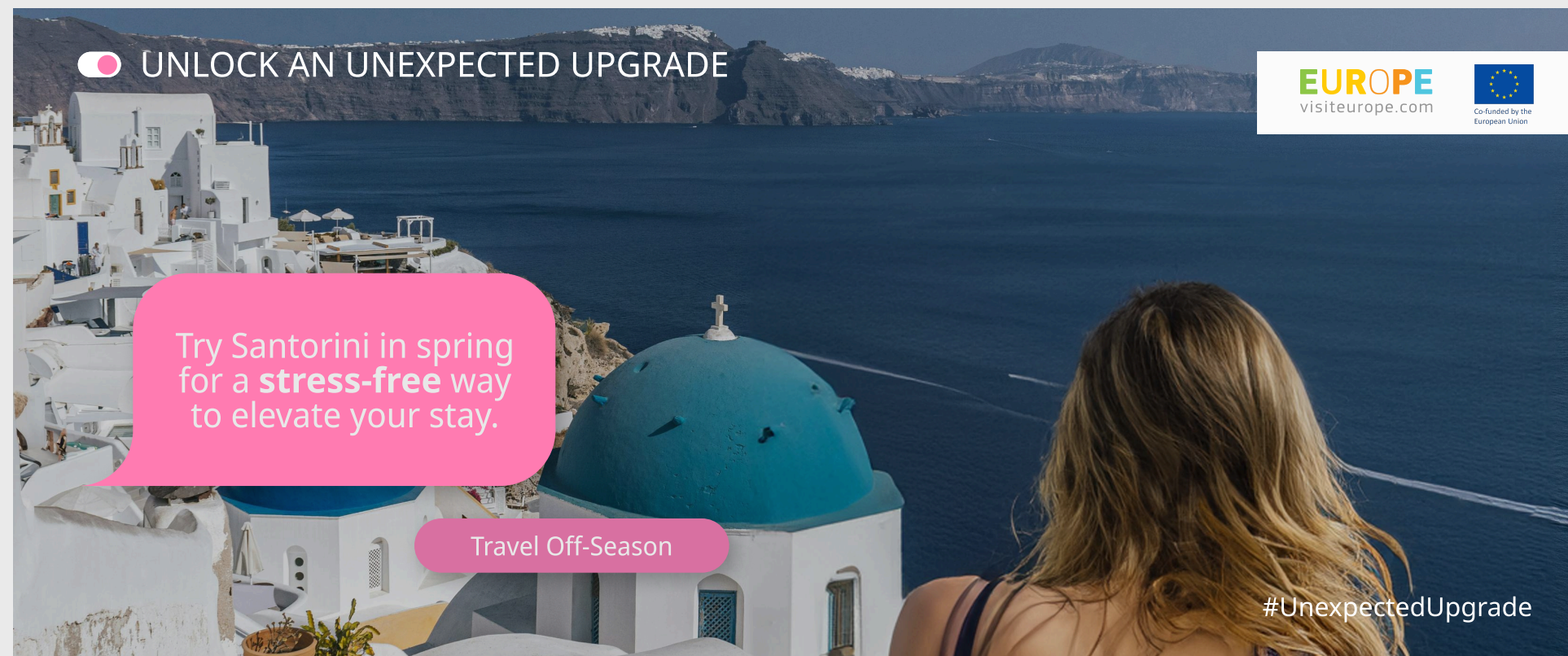


160 x 600 px - Skycraper



# Web banner

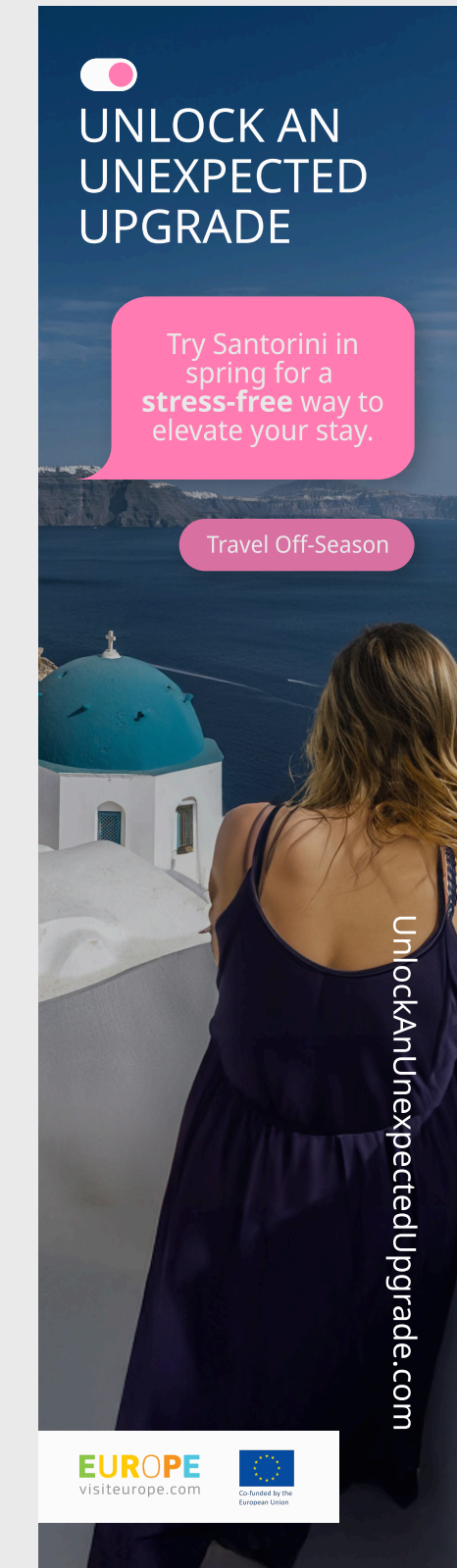
720 x 30 px - Pop-under



300 x 600 px - Half page Ad

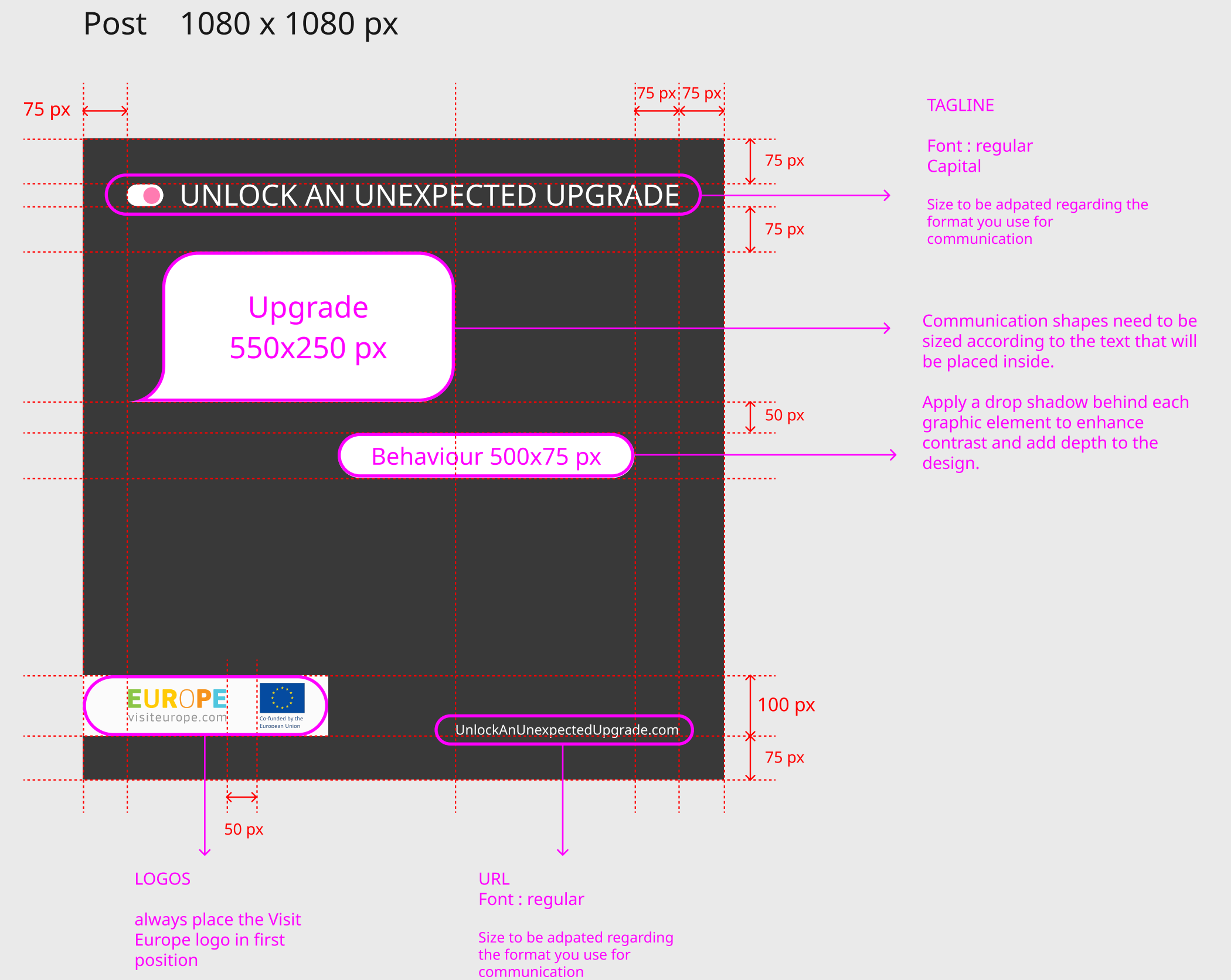
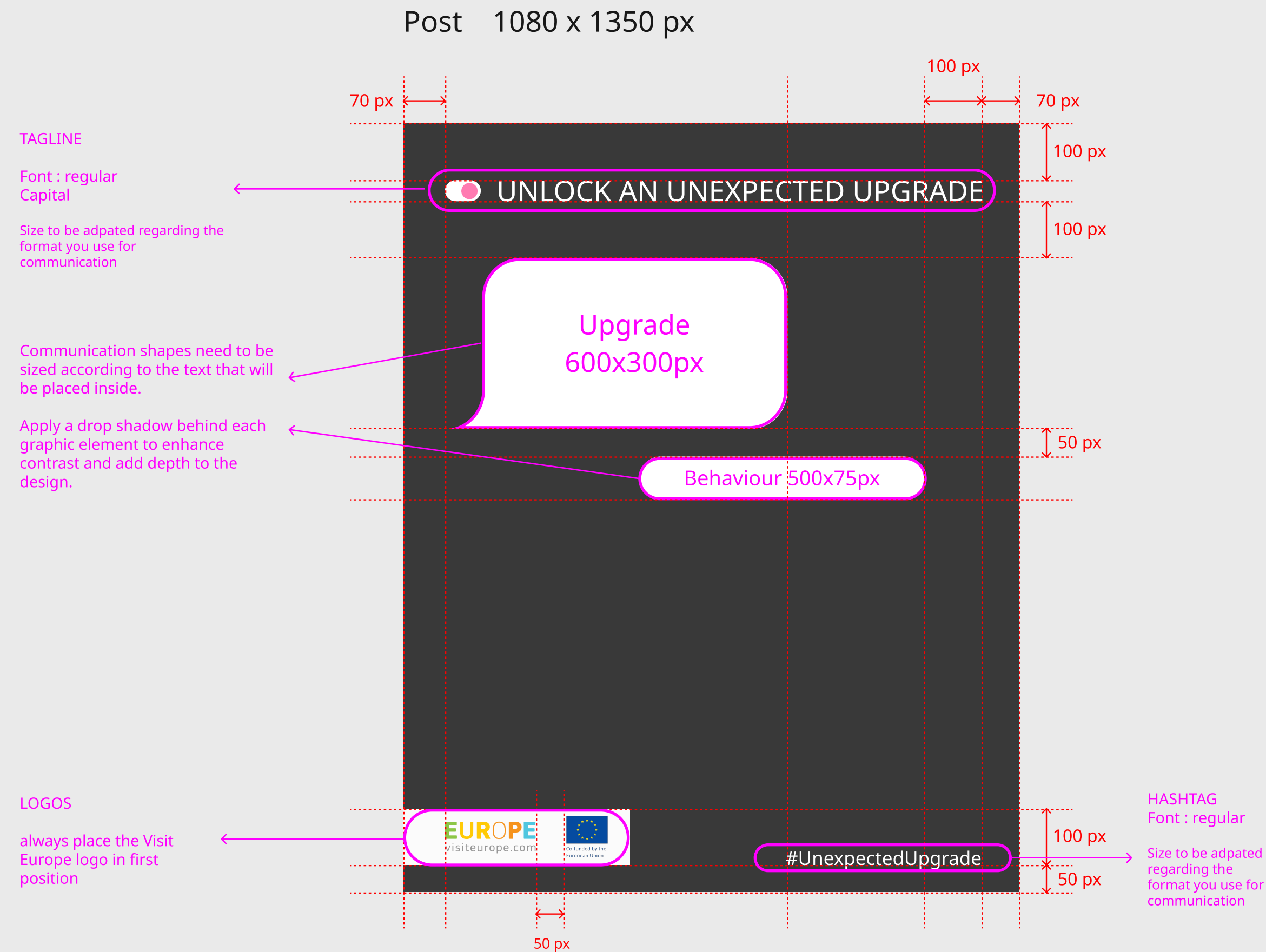


160 x 600 px - Skycraper



# Social Media post

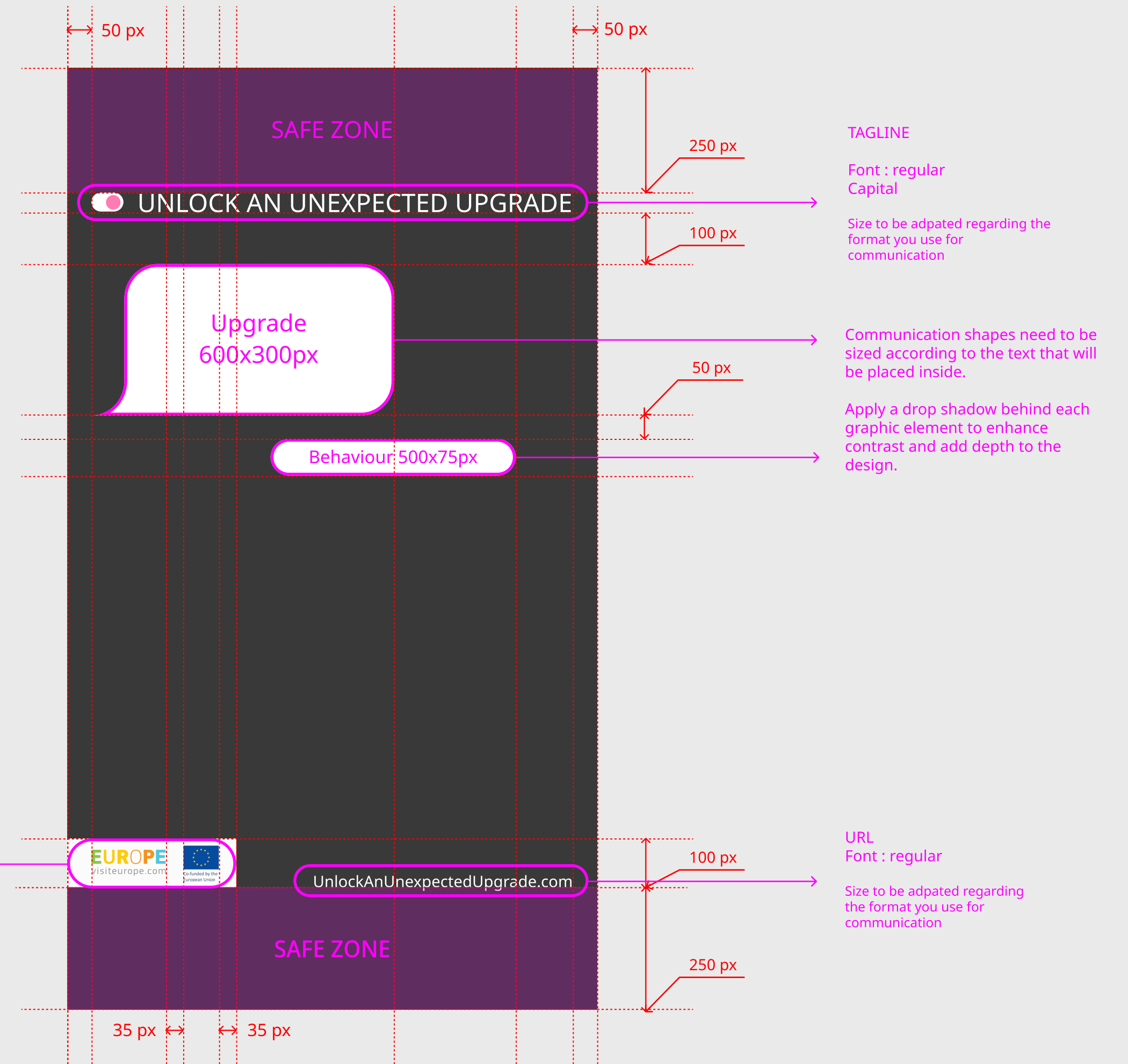
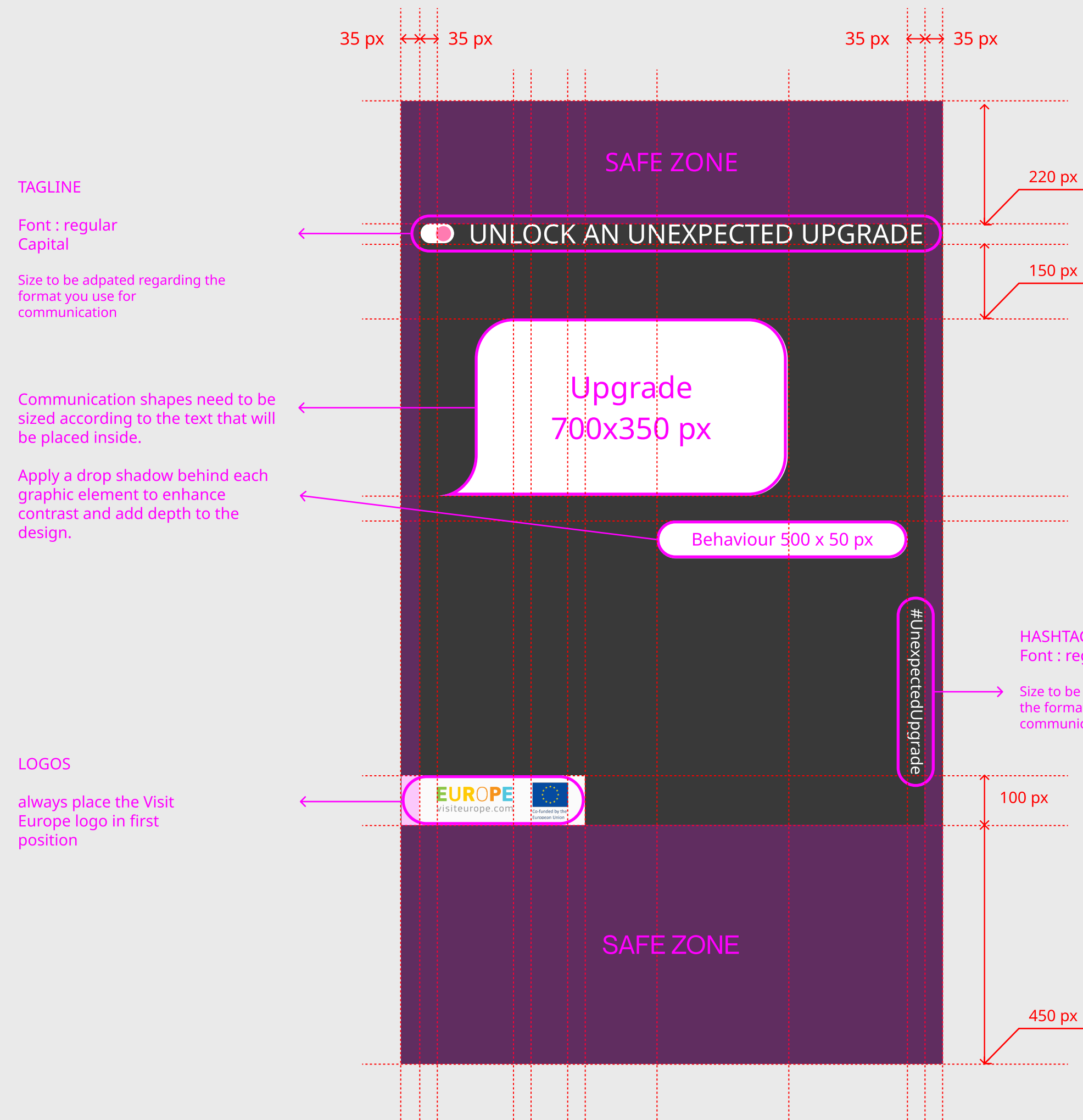
Both social media post templates work for a carousel campaign by duplicating the number of assets.



# Social Media post

Reel 1080 x 1920 px

Story 1080 x 1920 px



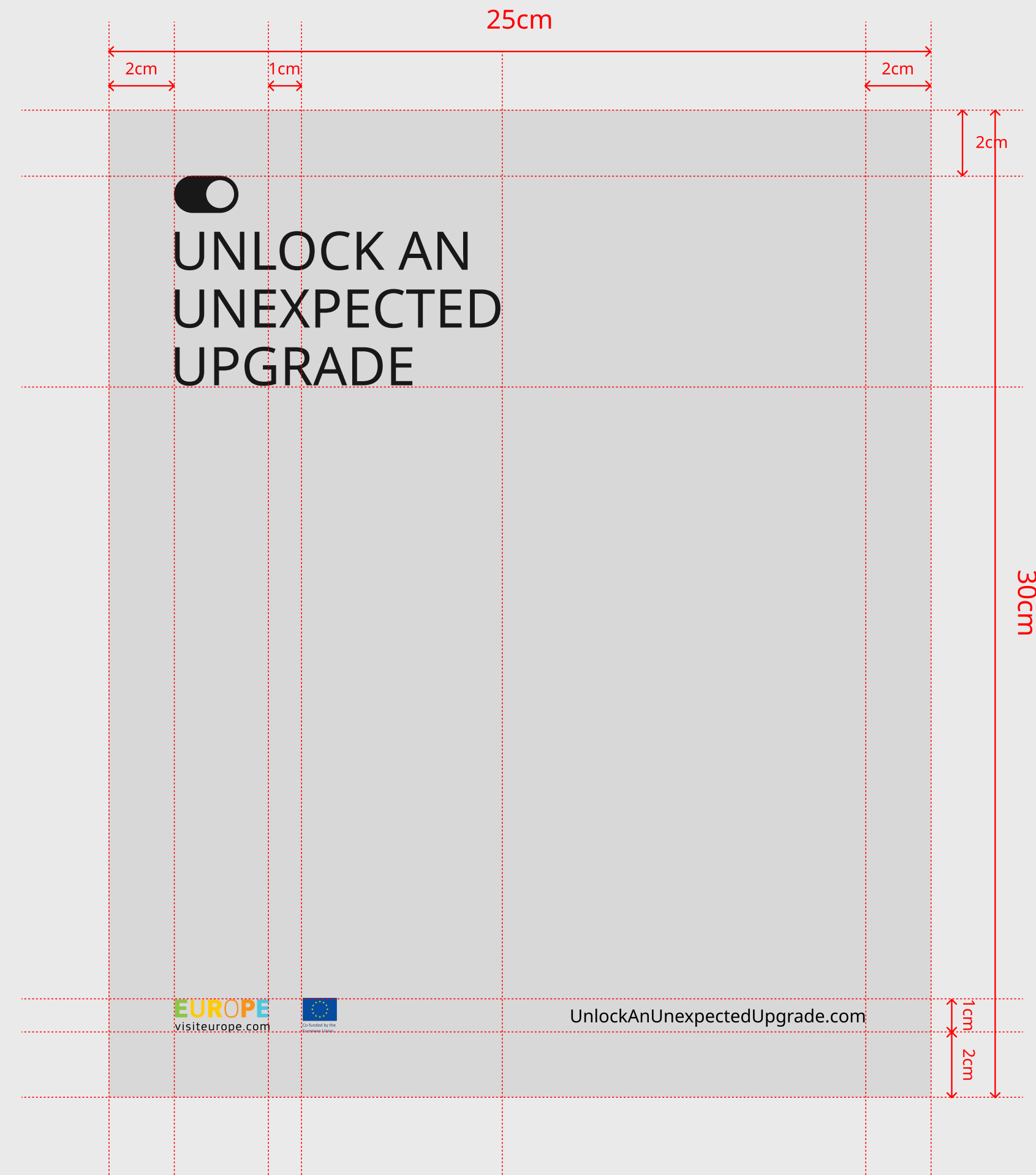
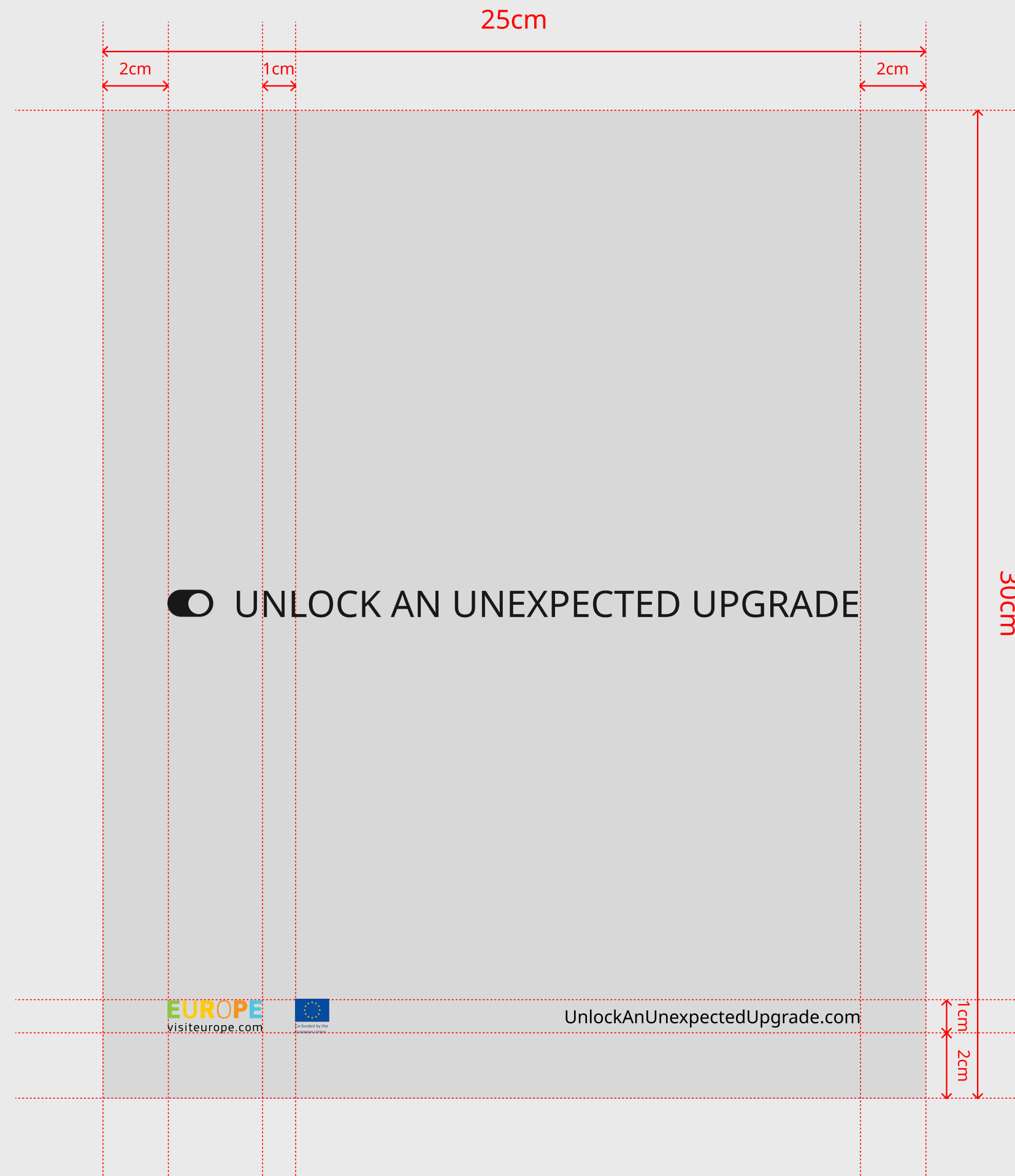
# Merchandising

The merchandise will focus solely on showcasing the tagline. This approach allows us to enhance the visibility of the core concept without relying on accompanying images that may not fit these merchandise elements. By keeping the design minimal, it is ensured that the message is easily recognisable and reinforces the key ideas of the campaign in a clean and effective manner.

This merchandise will always be distributed to people who have been in contact with the campaign and its upgrades.

# Merchandising

Tote bag 25cm x 30cm



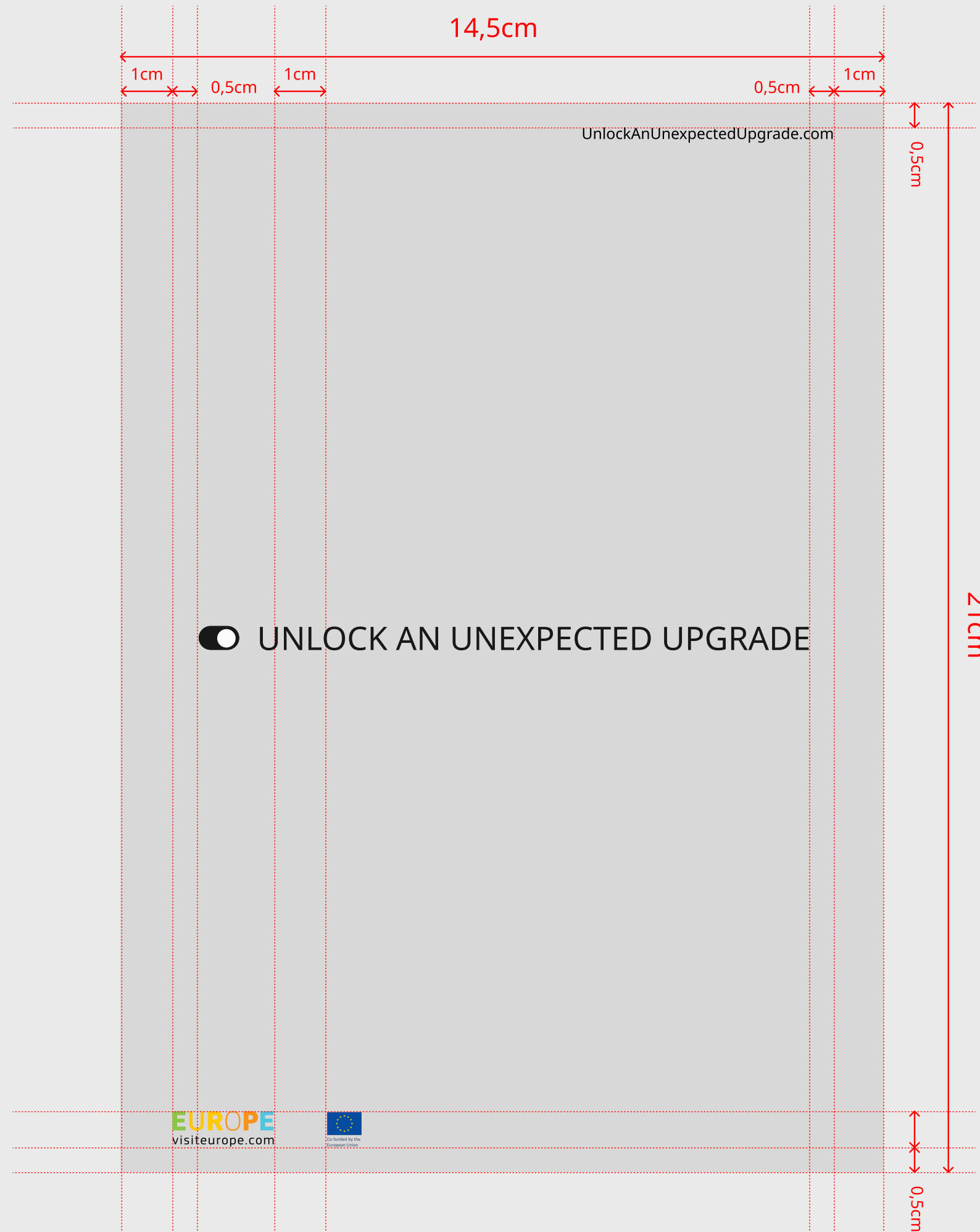
# Merchandising

Tote bag 25cm x 30cm



# Merchandising

## Notebook 14,5 x 21 cm (A5)



# Merchandising

## T-Shirt



# 5. Language localisation

# Language localisation

## ENGLISH

## CHINESE

## FRENCH (CANADIAN)

Tagline UNLOCK AN UNEXPECTED UPGRADE

解锁奇遇，升级旅途

DÉBLOQUEZ UN AVANTAGE INATTENDU

Hashtags #UnexpectedUpgrade

#解锁奇遇

#AvantageInattendu

Behaviours  
Travel off-season  
Go offbeat  
Travel green  
Love local

淡季旅游  
小众路线  
绿色出行  
乐享本地

Voyagez hors saison  
Sortez des sentiers battus  
Voyagez vert  
Explorez la vie locale

## PORTUGUESE

## JAPANESE

## SPANISH

Tagline DESBLOQUEIE SEU UPGRADE INESPERADO

UNLOCK AN UNEXPECTED UPGRADE

DESBLOQUEA UNA VENTAJA INESPERADA

Hashtags #UpgradeInesperado

#UnexpectedUpgrade

#VenajaInesperada

Behaviours  
Viaje fora da temporada  
Saia da rota  
Viaje responsável  
Curta o local

オフシーズンの旅  
定番を外れてちょっと冒険  
環境にやさしい旅  
な地元へ溶け込む

Viaja fuera de temporada  
Sal de la ruta  
Viaja responsable  
Vive lo local

Visual identity created by cecoforma  
and WOOGIE studio  
for the European Travel Commission

contact: [info@vistieurope.com](mailto:info@vistieurope.com)