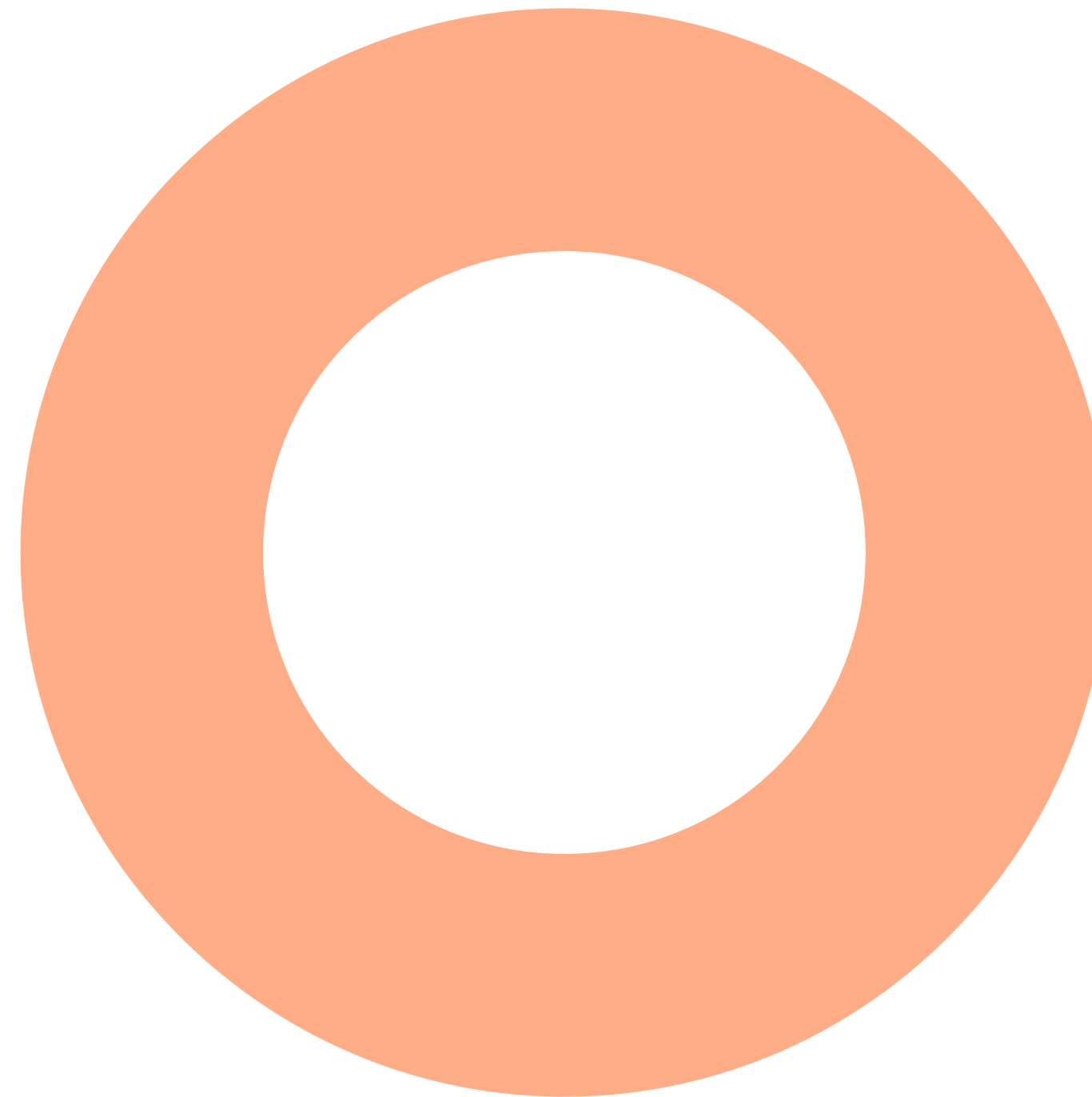
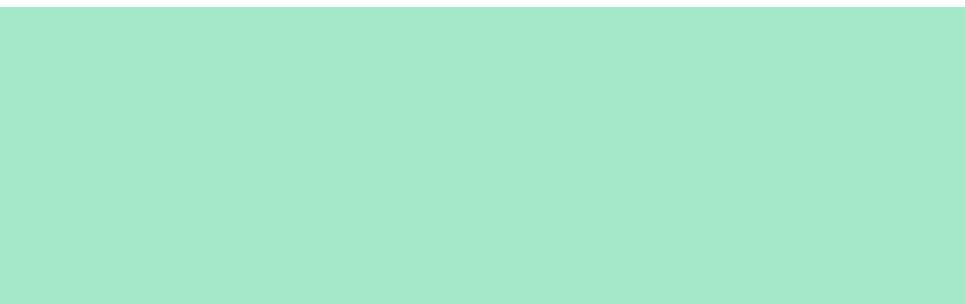




Incentivise
Visual
Identity
Guidelines



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*AN identity that is bold
about what Incentivise offers,
focusing on authenticity, experience
and inspiring.*

STRATEGY

LOGO

TYPOGRAPHY

COLOUR

APPLICATION

DISCOVER



Our identity is not just a logo. It is a design scheme composed of a few of core elements of the business that come together to create a distinctive look and feel that makes the Incentivise brand unique. This book is the bible to our new identity. It will inspire you and assist you to create something different.

Re-marketing the meaning of Incentivise by focusing on the bigger picture: inspire, excite and incite.

Experts in our field, we are reliable, secure and ahead of the game in travel, events and golf.

What is that something different Incentivise offers?

Confidence in our ability to offer something more than our competitors. We are not afraid to take risks and create unique experiences, while having fun along the way!

BE INSPIRED, DISCOVER SOMETHING DIFFERENT WITH INCENTIVISE.

...by a close-knit team of attentive, authentic and passionate people. A team built upon integrity, creativity and vivacity, who are with you every step of the way.

With Incentivise, you can discover:

- Different/new destinations
- Different/new cultures
- Different/new venues
- A different/new way of doing things
- A different/new way to achieve your business goals

AKA there are no boundaries to what we offer.

Together, we get stuck in and love to get involved therefore really getting to know you and your needs and clients.

Inspire your clients and discover something different with Incentivise.

We are Incentivise. The ultimate event, travel and golf agency. We are world wanderers. We are tried and trusted. Incentivise was born 17 years ago from the perfect blend of ambition and a vision to do things bigger and better. Choreograph unforgettable experiences for those real OMG moments. Our clients are at the core of everything we do. Inspiring our clients to discover something different. Attentive, Tried and trusted, Integrity, World wanderers, Vivacity, Risk takers, Embrace, Champion, Adaptable, Creative.

Who we are

Our Value

Our Personality

What do our clients really want?

A service that is organised down to the T by experts and people they trust, with no hassle and through one point of contact. Most importantly they want security, reliability and an experience they can be proud of.

What do we say to our clients?

With our knowledge, authenticity, passion and creativity we can inspire you and open your eyes to discover something different. Explore destinations, different cultures, different cities, different golf courses, different venues, different anything!

Who are Incentivise?

A team of attentive and dedicated event, travel and golf fanatics who take all your queries into their own hands, always going above and beyond. We create and deliver bespoke experiences tailored exactly to your needs. No job is too small. There is no limit to what Incentivise can offer.



STRATEGY

LOGO

TYPOGRAPHY

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APPLICATION

INCENTIVISE

DISCOVER SOMETHING DIFFERENT

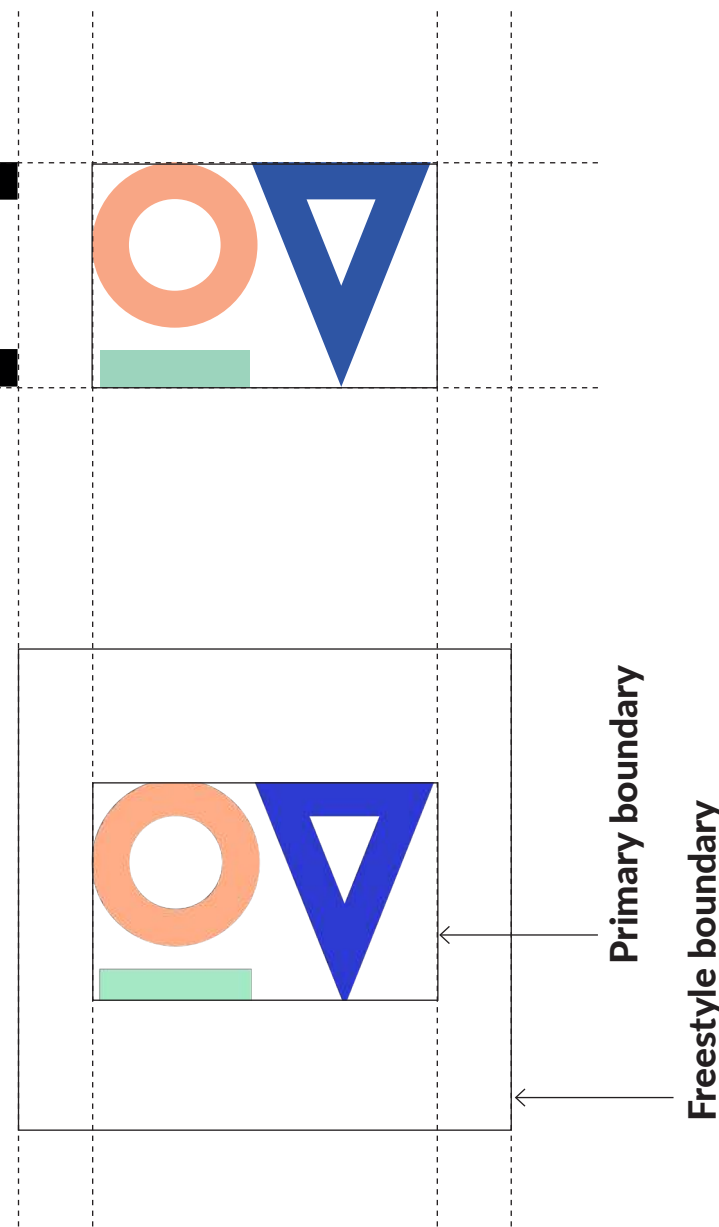


The Incentivise logo is a simple combination of a bold wordmark and 3 simple shapes. The shapes (the icon) have seamlessly evolved from the typeface and transform into an abstract representation of the fundamental services we offer - events, golf and travel.

INCENTIVISE 

Minimum distance between logo and tagline

DISCOVER SOMETHING DIFFERENT



Primary boundary

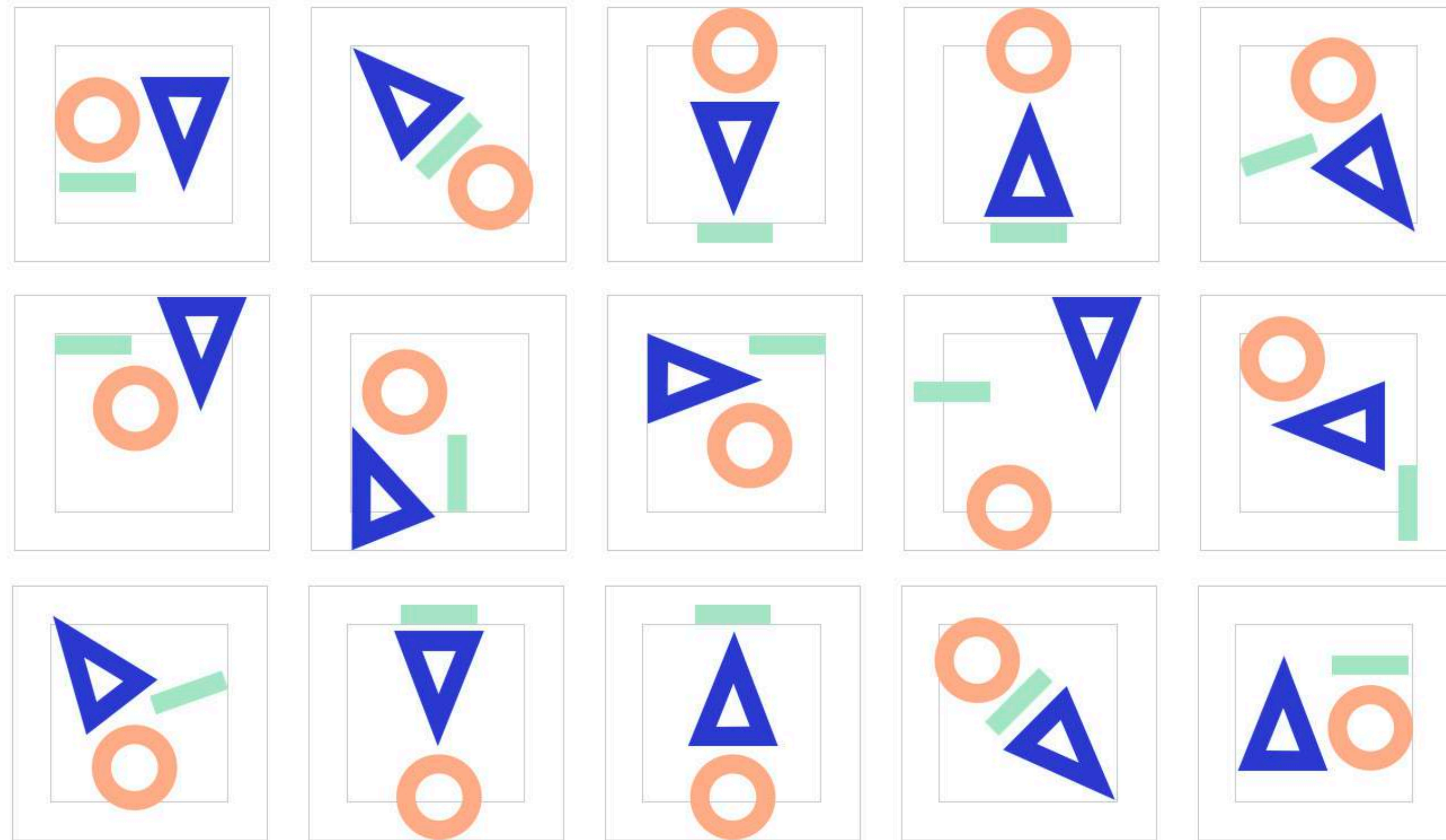
Freestyle boundary

Construction

For the Primary Logo the icon stays to the right hand side of logotype and inline with the characters. The shapes stay uniform and do not move. See the following page for the Freestyle logo.

The tagline, when used with the Primary Logo, is positioned underneath as shown. However when creating a more bold statement, we have more flexibility and choice. Examples are shown on the next page.

This is the main logo used across primary brand application. It is essential to the success of the brand that the logo is always applied with care and respect in every application according to these guidelines.



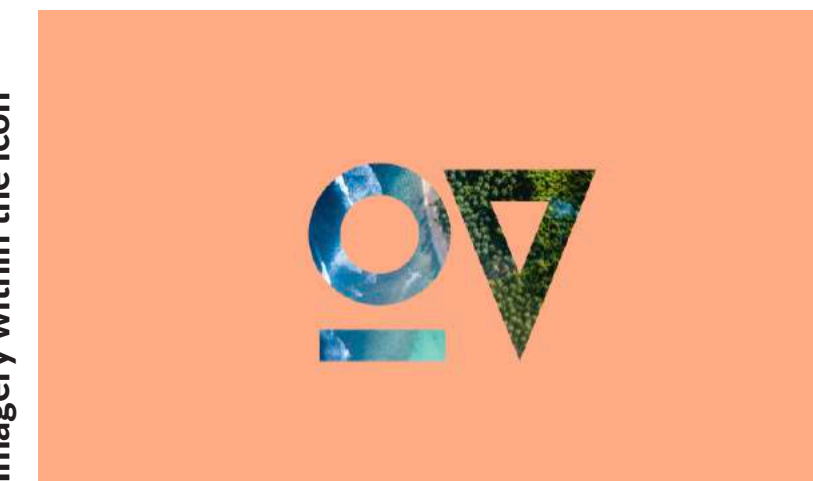
Freestyle logo pattern



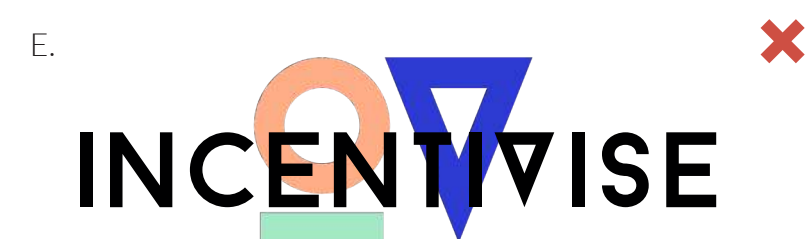
Bolder tagline



Imagery within the icon



The logo icon can offer a variety of lock ups to create unique backgrounds, patterns, animations and that ‘something different’. The 3 shapes can then manoeuvre within the Freestyle boundary when using collectively to create a pattern. When used individually the shapes are free to break the boundary.



A. Don't rotate.

B. Don't squash or stretch.

C. Don't place elements directly next to the logo. Leave enough space.

D. Don't resize the icon.

E. Don't rearrange any elements.

F. Don't use the freestyle options within the Primary Logo lock up.

G. Don't use off brand colours.

H. Don't add drop shadows or other effects.

I. Don't change the colour of the typeface, even to a brand colour.

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing or distorting in any way. That includes adding unnecessary and unattractive text effects like drop shadows or outlines. Here are a few examples of ways you should never use the logo.

Typeface

STRATEGY

LOGO

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APPLICATION

BOLD
Attentive
Creative

Droidiga is a contemporary and bold font, used for the Incentivise logotype, the tagline, punchy statements and other various titles. Note: All characters should be capitalised apart from the 'O' and 'V' and only in the word 'Discover'.

The contrasting yet complimenting font Lato (which means Summer in Polish), is our primary font. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. This is used across all printed and digital assets and comes in three different weights.

The secondary handwritten font, Gloss and Bloom, reflects the personal and creative side of the business. It is only to be used in proposals, short quotes on the website or in other printed material such as adverts.

Our typeface style is daring and unique yet practical and professional. It encapsulates all aspects of the business: bold, attentive and creative.

AA

DRÖDIGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,?!&*

Used in the logo, tagline and headlines.

Aa

Gloss & Bloom

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,?!&*

Only used for small quotes/sub headings in proposals/
documents/website.

Aa

Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,?!&*

Used as primary font for headings in any documents/
admin.

Aa

Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,?!&*

Used as primary font for main body paragraphs - an
alternative to Lato Light.

Aa

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,?!&*

Used as primary font for main body paragraphs - an alternative to Lato Medium.

Droidiga Tagline

Lato Heavy Statement

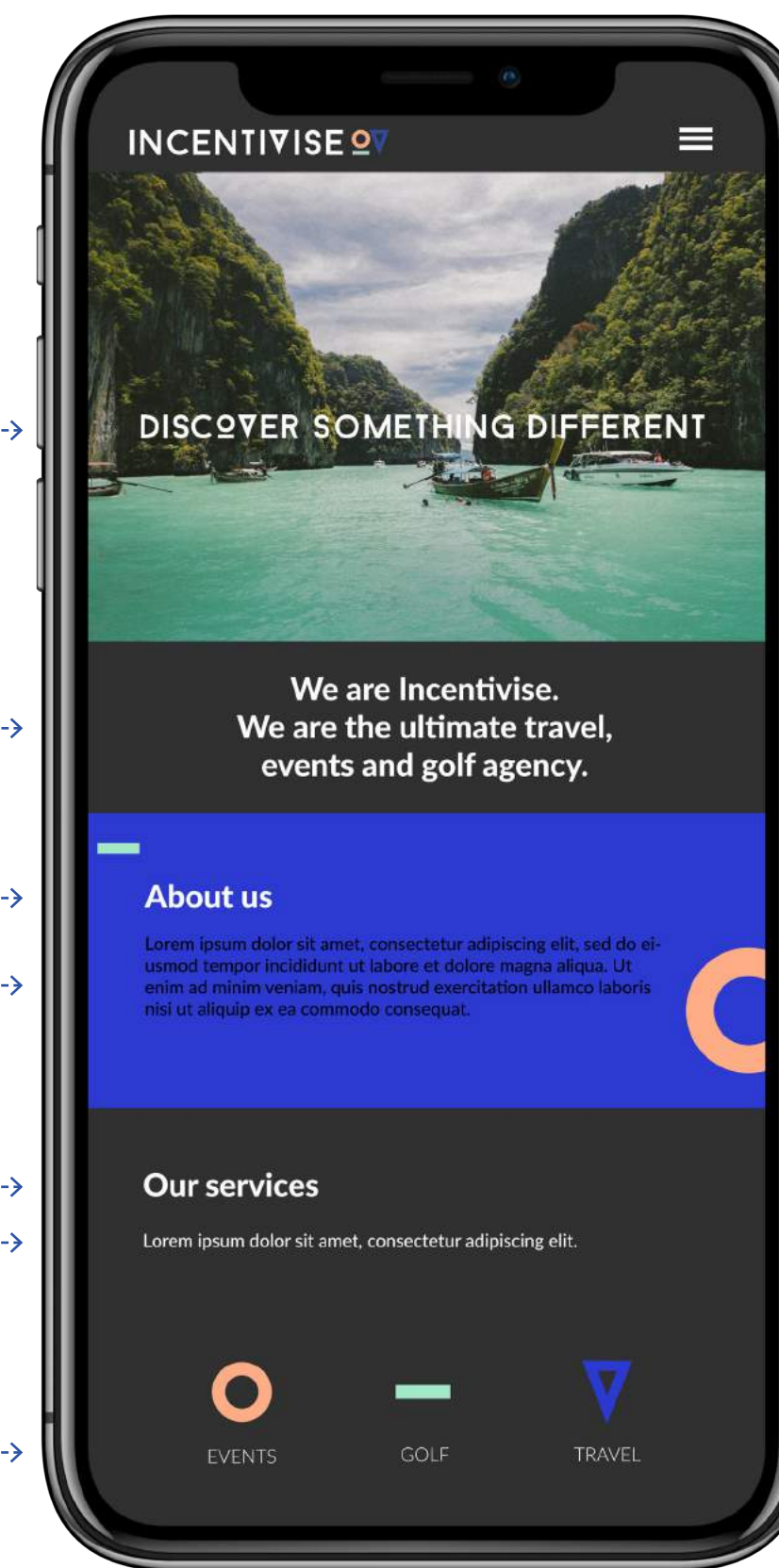
Lato Heavy Heading

Lato Medium Body copy

Lato Heavy Heading

Lato Medium Body copy

Lato Light Sub-headings



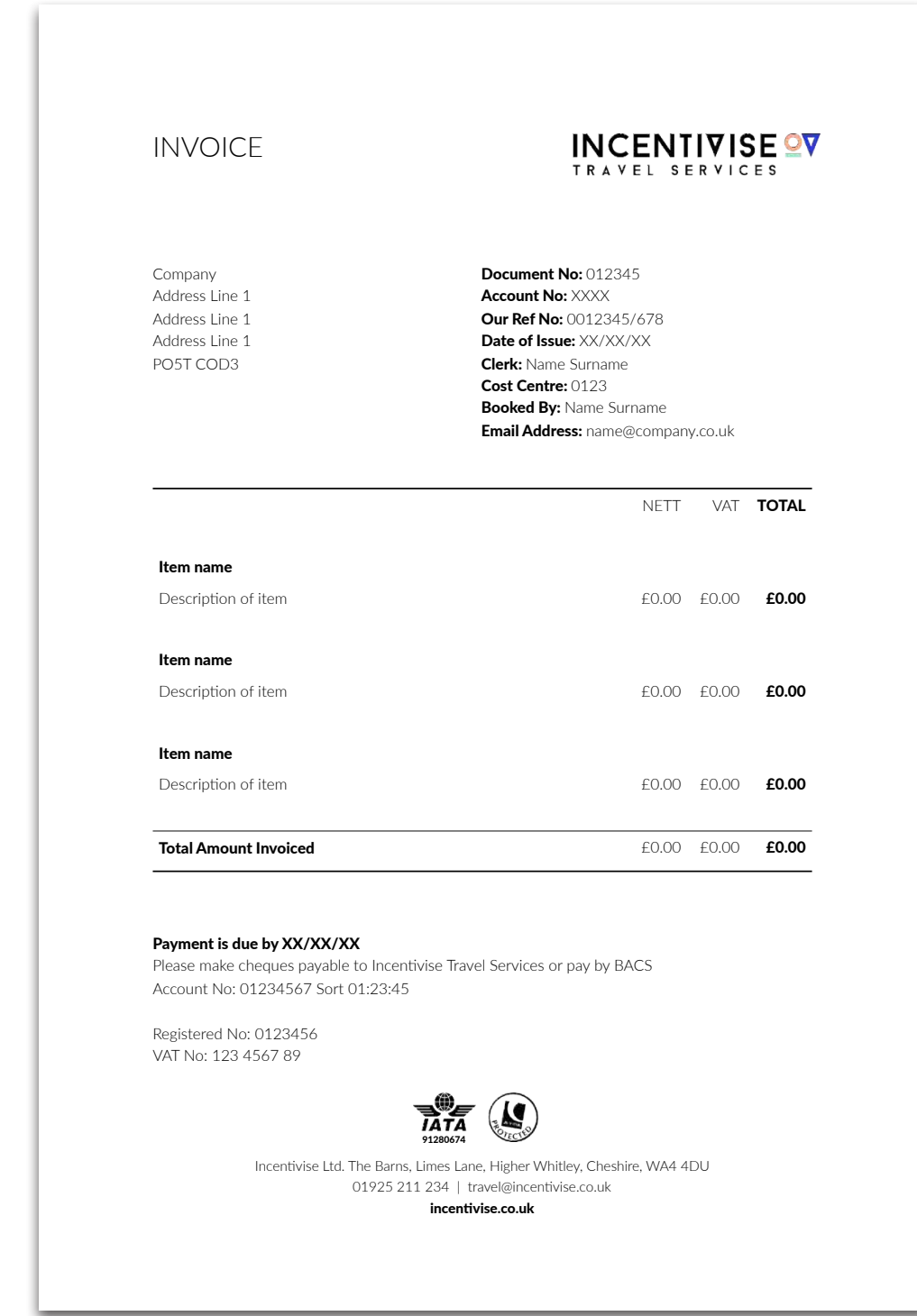
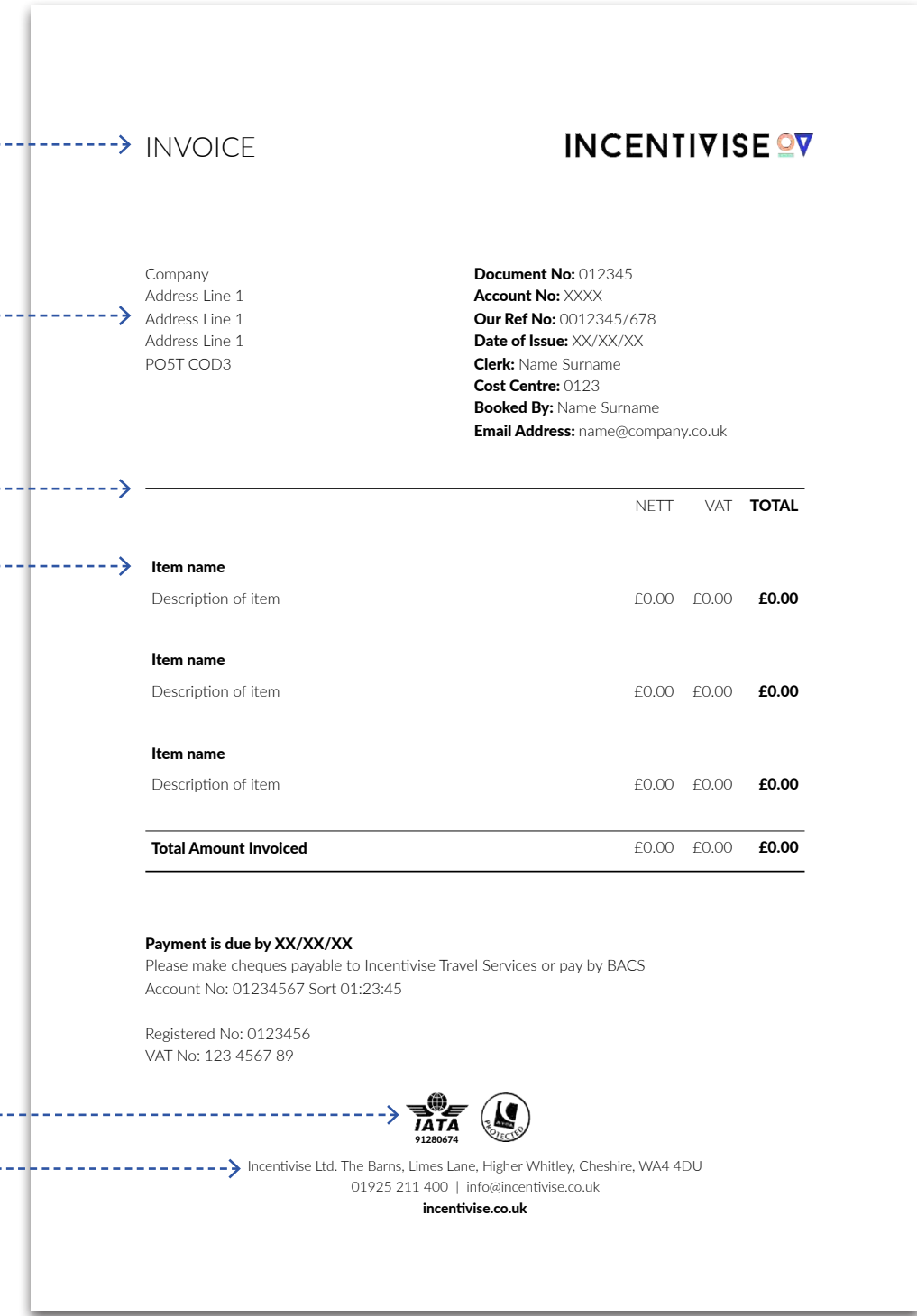
Lato Medium
30mm
Uppercase 18pt

Lato Heavy & Lato Light
60mm
10pt

110mm

Lato Heavy & Lato Light
60mm
10pt

Lato Heavy & Lato Light
270mm
9pt



Gloss & Bloom Captions

Drodiga Tagline

Lato Light Sub-heading / details



STRATEGY

LOGO

TYPOGRAPHY

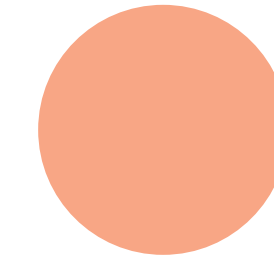
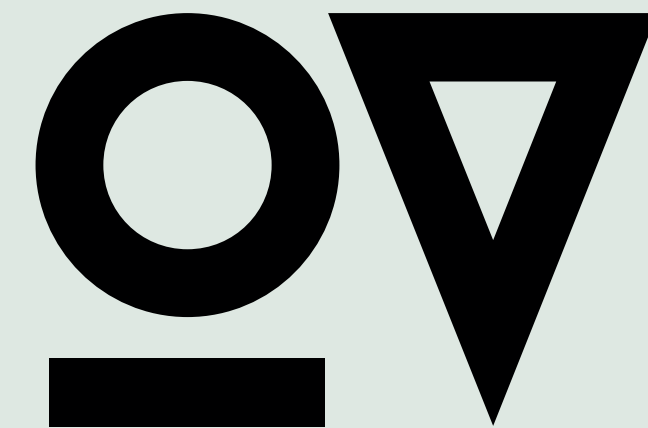
COLOUR

APPLICATION

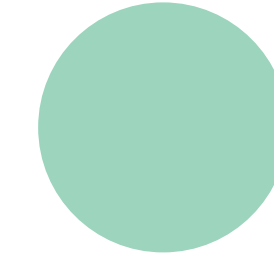


INCENTIVISE 

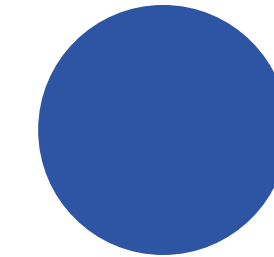
INCENTIVISE 



CORAL
PANTONE 163C
R255 G173 B135
C0 M42 Y46 K0
HEX FFAD97



MINT
PANTONE 7478C
R164 G232 B198
C39 M0 Y32 K0
HEX A4E8C6

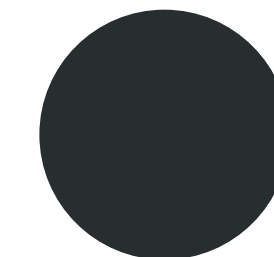


COBALT
PANTONE 2126C
R44 G58 B209
C95 M86 Y6 K0
HEX 2C34AD1

The coral, mint and cobalt palette all reference the event, travel and golf sector however step away from traditional, safe colours. The 2 shades of grey provide a contrasting and neutralising balance - great for background tones.



PALE GREY
PANTONE 7421C
R230 G236 B232
C5 M0 Y5 K8
HEX E6ECE8



DARK GREY
PANTONE 447C
R48 G48 B48
C70 M60 Y56 K60
HEX 303030

Colour is an integral part of our brand identity. Consistent use of the colour palette will not only reinforce the cohesiveness of the brand, but colour also serves a psychological purpose by communicating a certain emotion to our clients and prospects.

INCENTIVISE 

THE BARN S

STRATEGY

LOGO

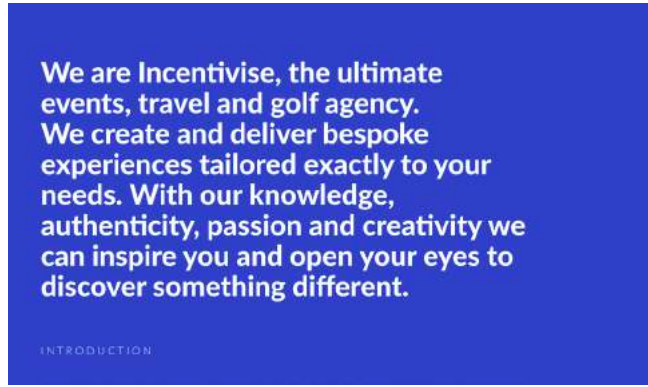
TYPOGRAPHY

COLOUR

APPLICATION



Main title slide
Using Lato Light and Gloss & Bloom



Standard statement text slide
Can change background colour



Contents slide
More sections can be added underneath

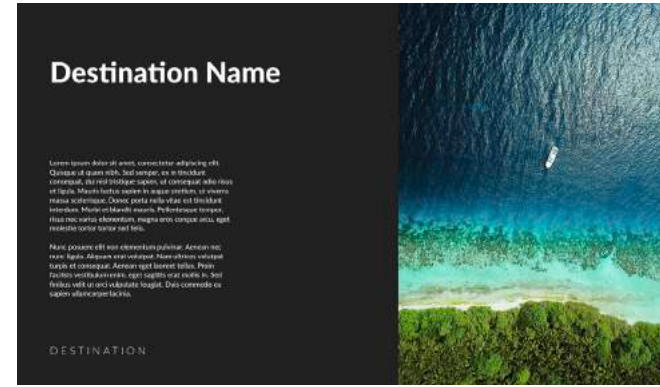


Full bleed image slide
Be mindful if using text that it is clear

Itinerary slide
Using blue or coral outline



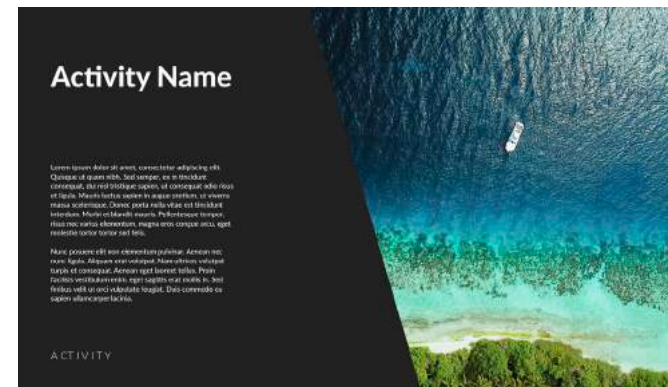
Title, images x2 and text slide on light grey
The circle and slant frame can move



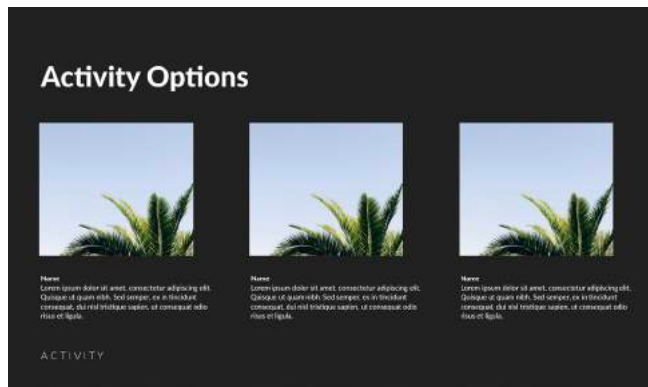
Title, image x1 and text slide on dark grey
Image width can change size



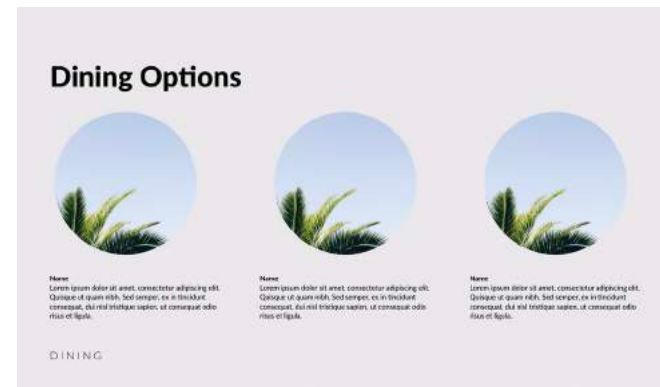
Title, images x2 and text slide on light grey
Second option, enlarging the circle



Title, image x1 and text slide on dark grey
Option with slant, image width can change size



Title, images x3, caption text slide
Square frame on dark grey

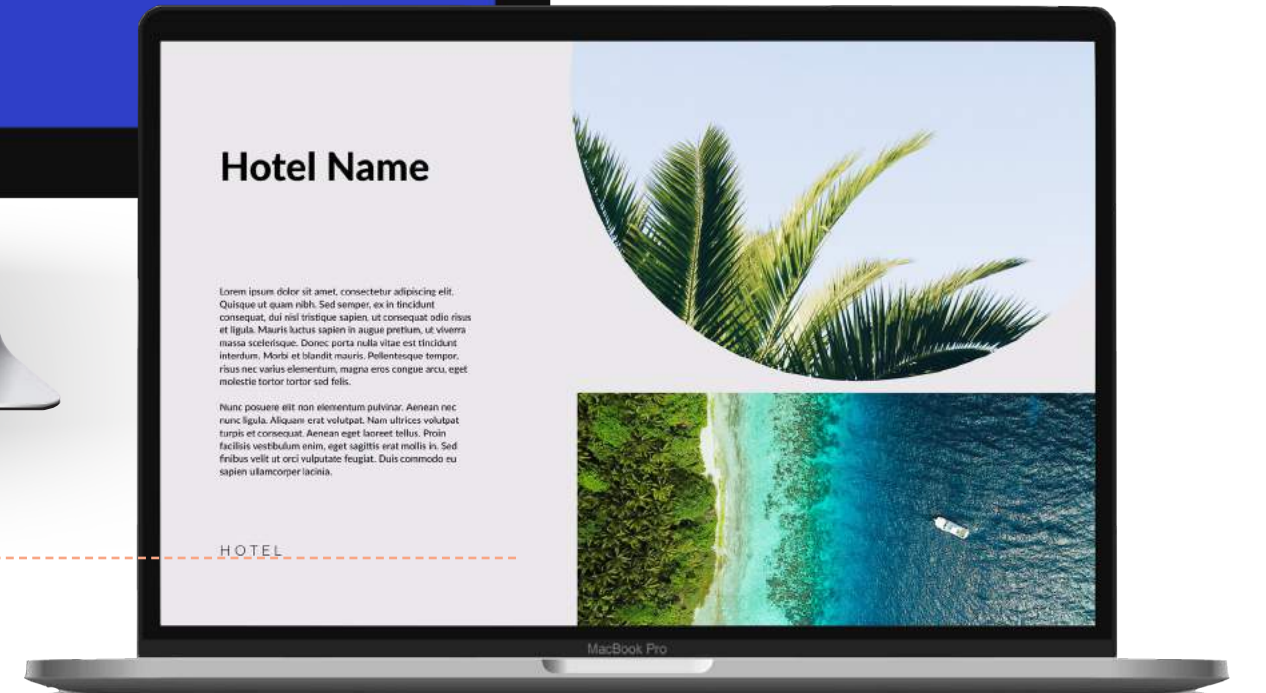
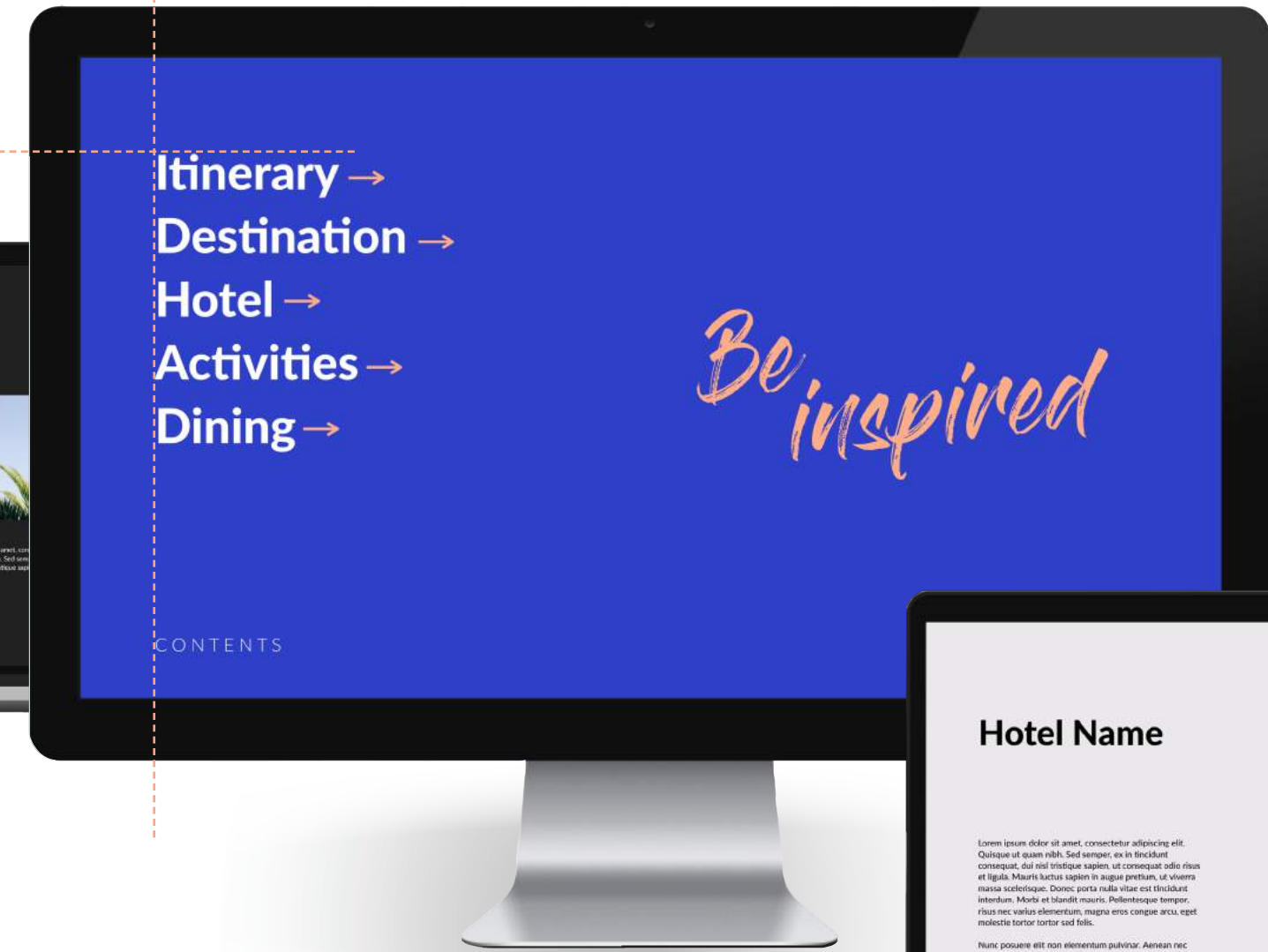


Title, image x3, caption text slide
Circle frame on light grey

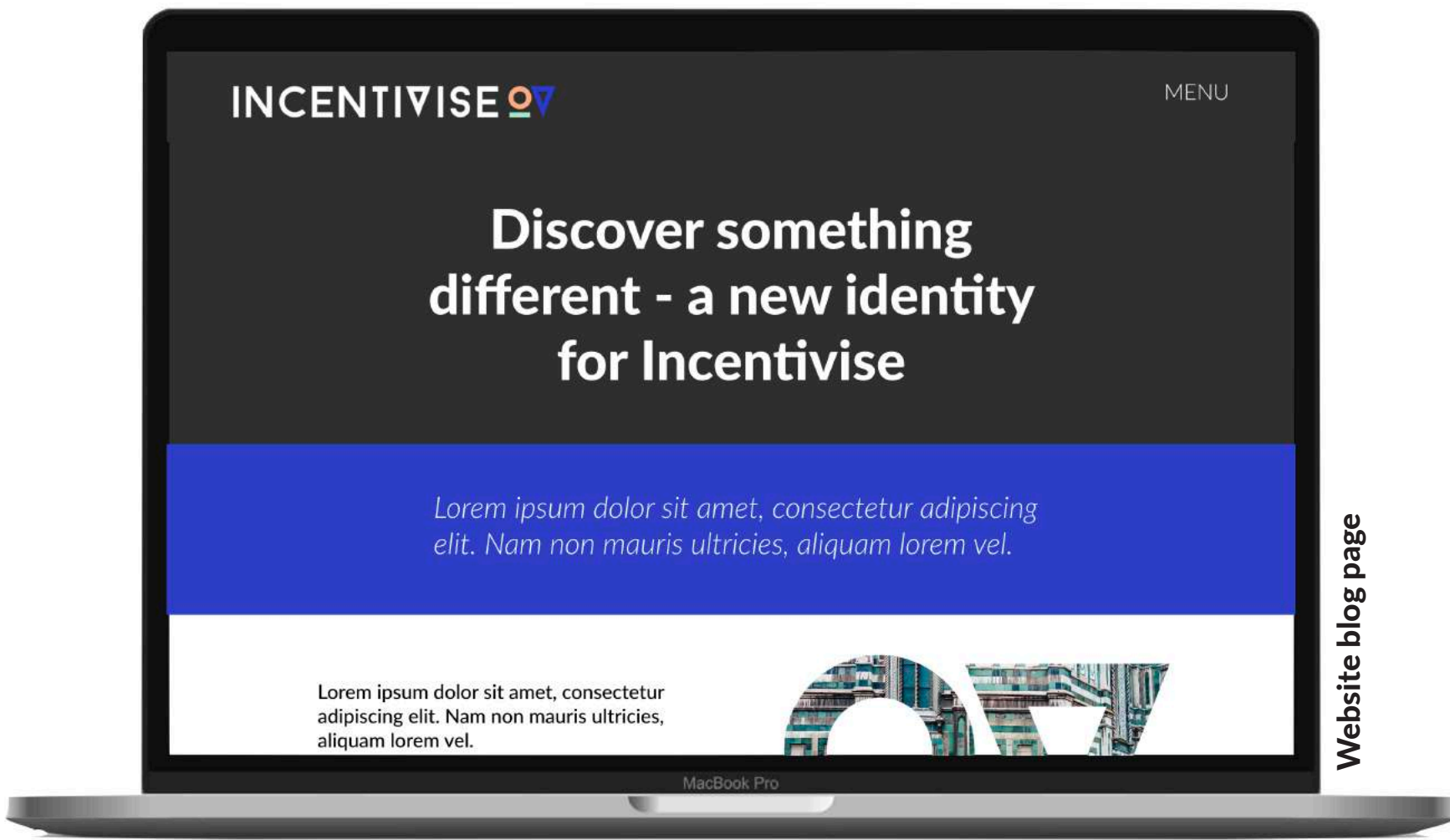


Closing slide
Simple logo and contact details

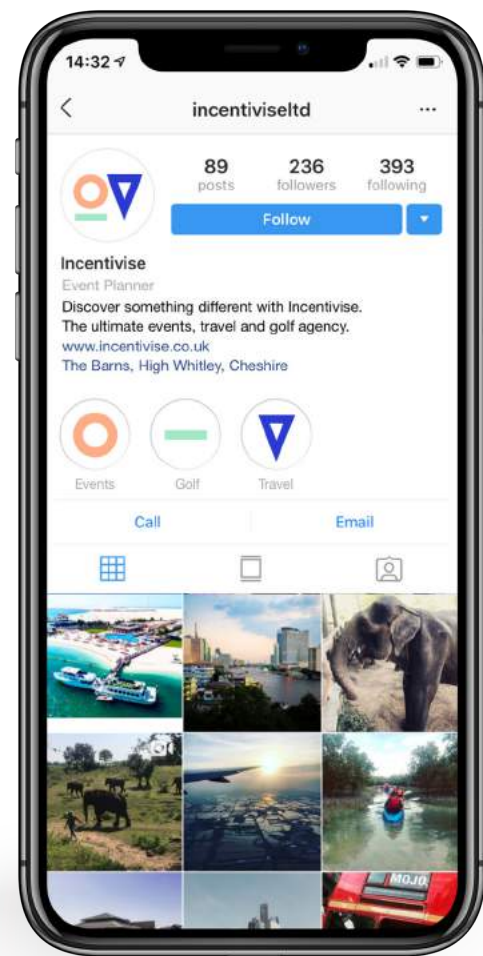
Align all copy to this left margin 120pt
No copy above this top margin 140pt



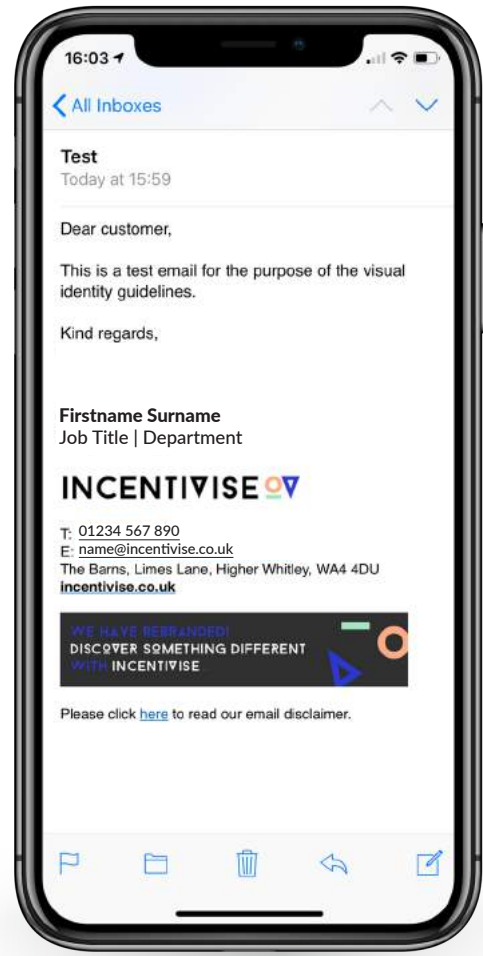
Nothing is to go below this line except bleeding images or any graphics



Website blog page



Social media

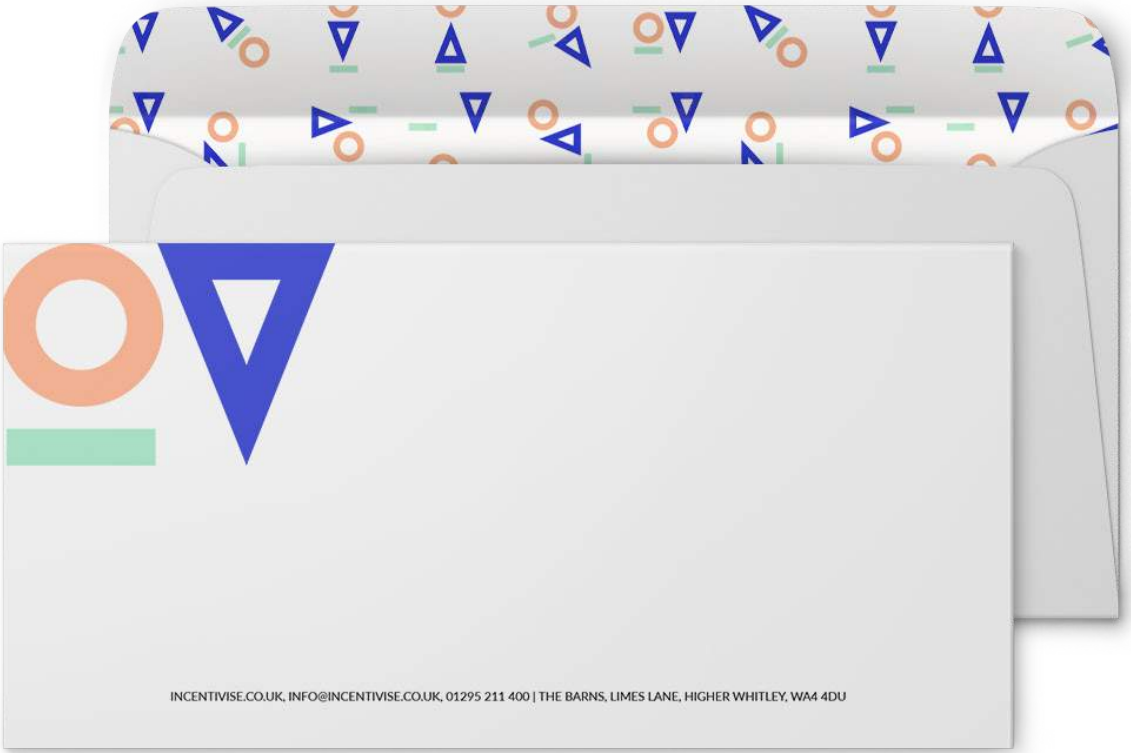


Email signature

A4 Letterheaded Paper



Compliment slip



Envelope

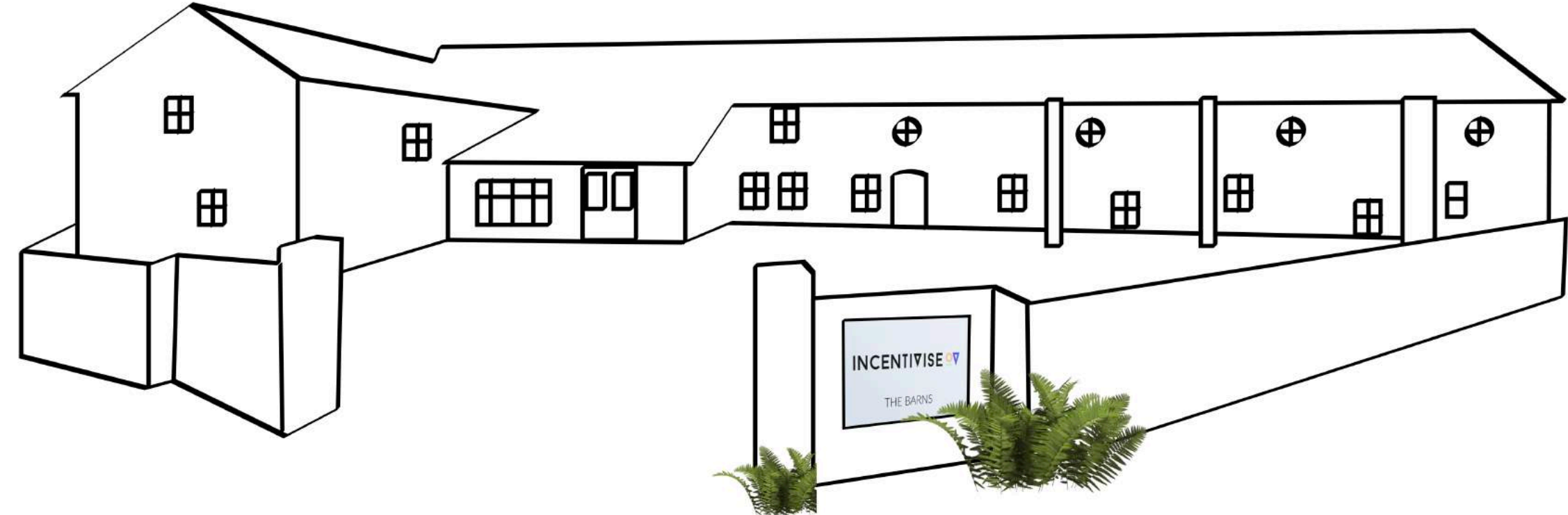
Notebook



Business card



External acrylic signage



170mm

INCENTIVISE O V

1600mm

Internal signage
individual acrylic
cut letters

580mm

INCENTIVISE O V

THE BARN'S

900mm

External acrylic signage

Tote bag



Luggage tag



Poloshirt

Application: Signage & Merchandise



If you have any questions regarding how to apply these guidelines or require any digital assets with which to create Incentivise materials, please contact: Catherine Makin
catherine.makin@incentivise.co.uk