Layover.

Brand Guidelines

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LOGO

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Our Logo

In crafting the Layover logo, we strategically placed the letter 'e' as the central element. This 'e' not only serves as the focal point but also cleverly incorporates a plane icon, succinctly representing Layover's core function.

It's the primary icon within the design, symbolizing our commitment to facilitating travel. Surrounding this iconic 'e' is a wordmark, characterized by a font with soft edges, carefully chosen to exude a sense of friendliness, fun, and aesthetic appeal. This thoughtful combination of elements ensures that our logo not only captures attention but also conveys the welcoming and enjoyable experience we strive to provide at Layover.

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Our Logo

The primary logo color, should always be in Blue, yellow, black and navy blue.

Contrast is important—use a light logo on colored backgrounds and a colored logo on lighter backgrounds.

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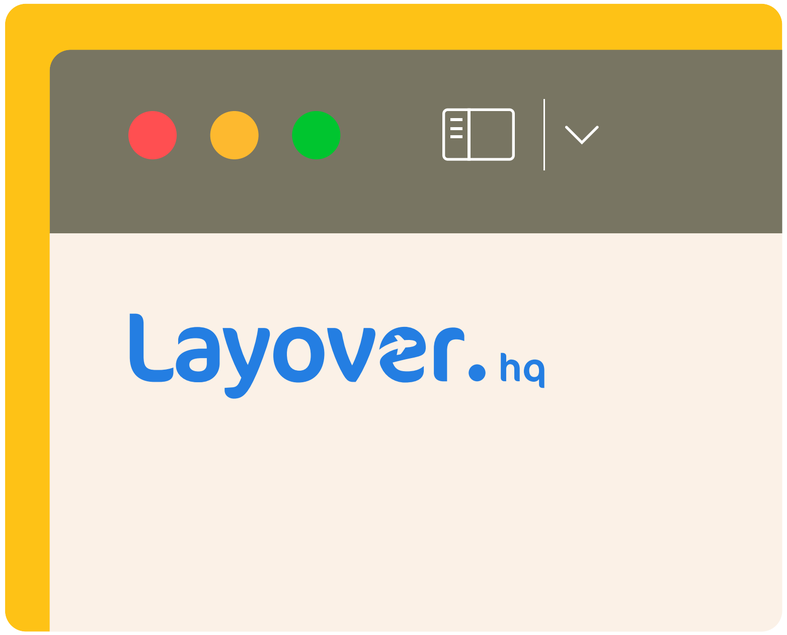
Our Logo

The preferred color for our logo is in one of our vibrant colors. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a white-black version (made as a 100%black) a one-color black or white logo

Clearspace

Minimum Size
For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

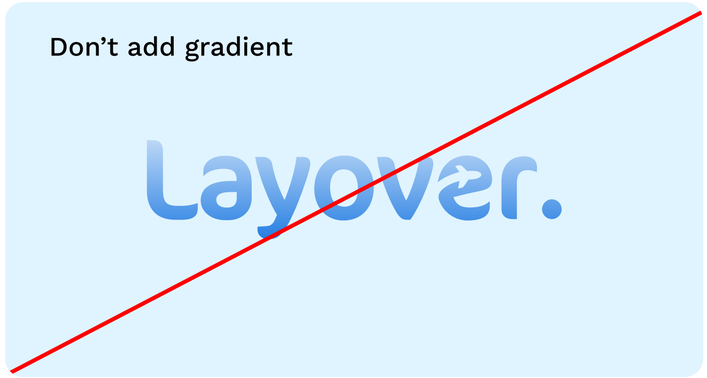
Clear Space
To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.



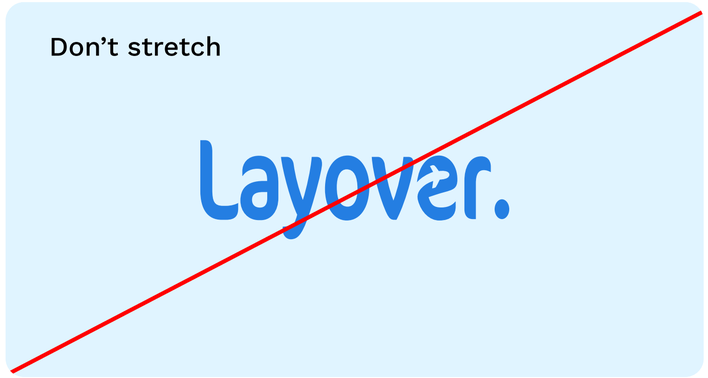
Our logo is our most sacred asset.

Please treat it with the utmost respect.
Thank you

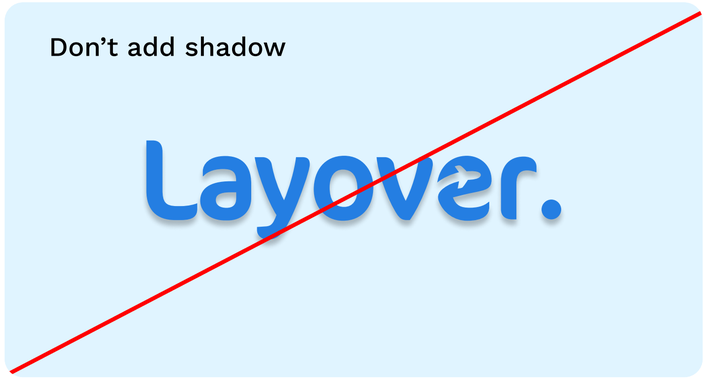
Don’t add gradient



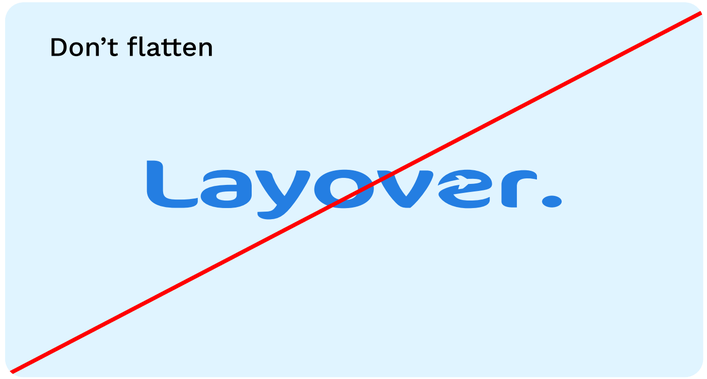
Don’t stretch



Don’t add shadow



Don’t flatten



Don’t use colors outside the color pallet

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Icon

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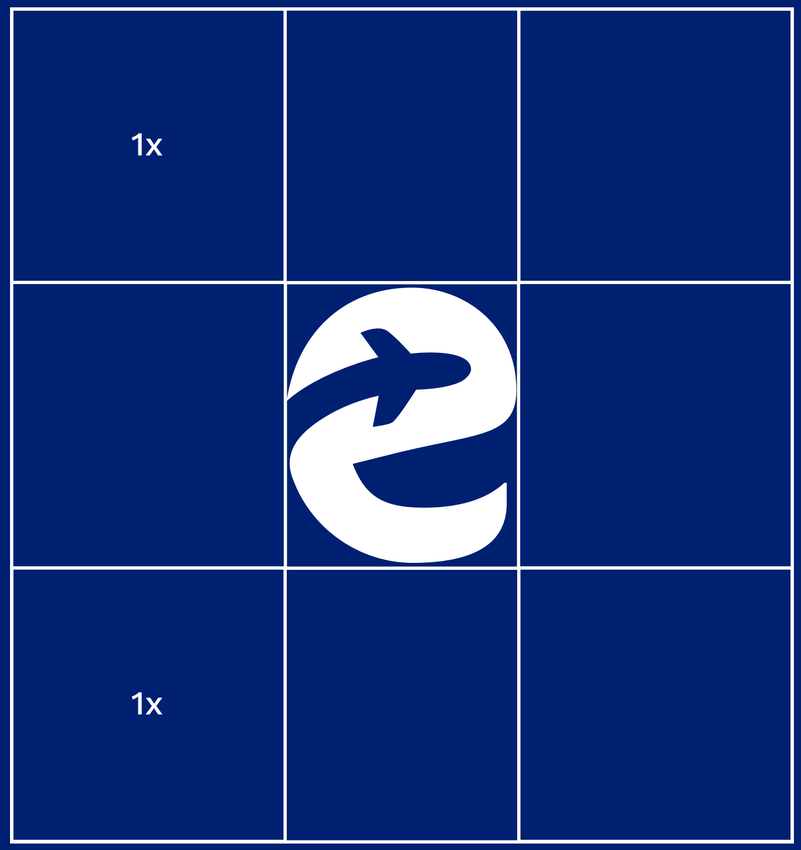

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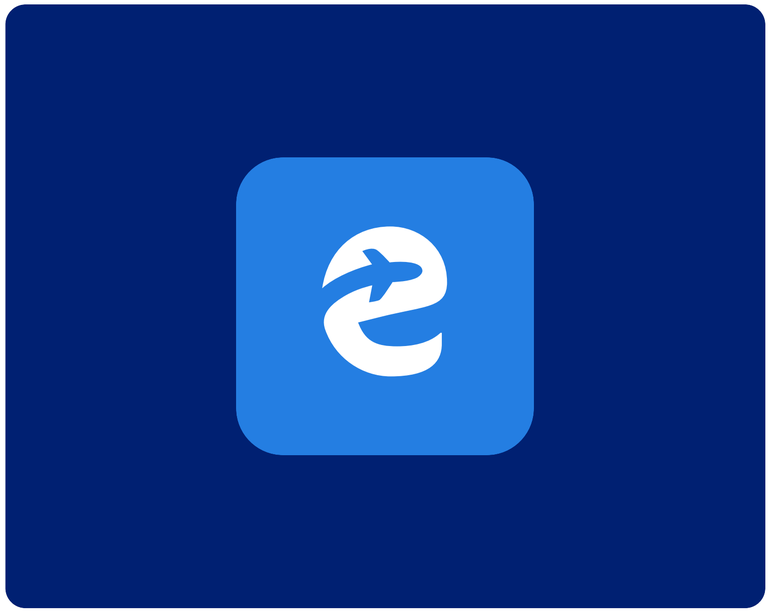
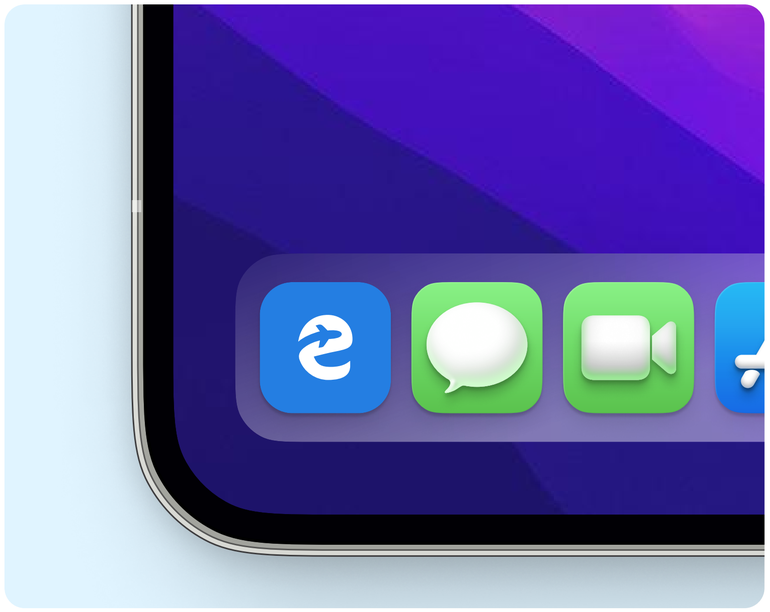
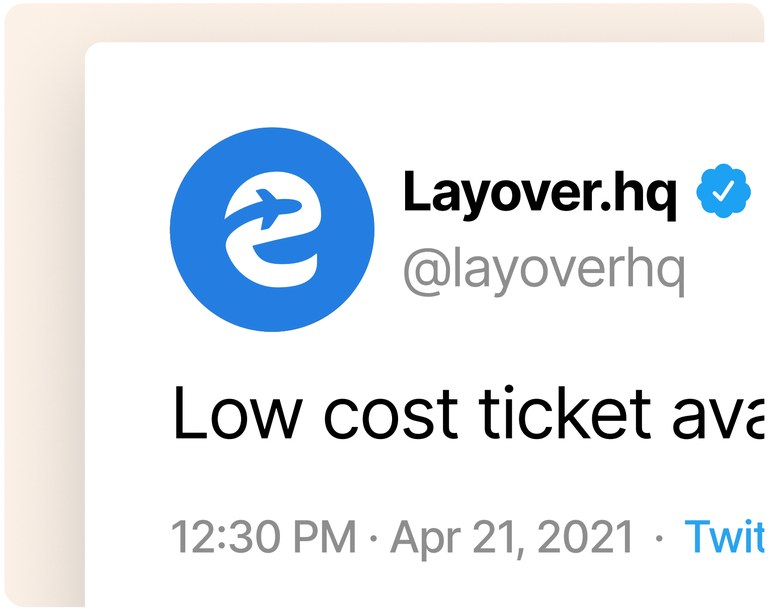
Icon

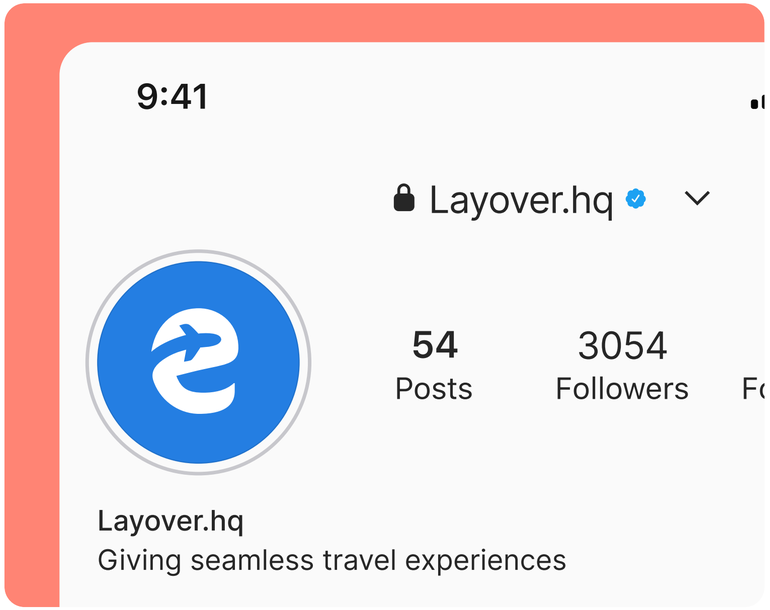
We use our brand icon as our primary symbol on social and across other digital touch-points.

Our icon is designed to work successfully in whatever shape it is required to fit within, whether it be circle or square.









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Color

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Colors

Our main set of colors are a handful of vibrant colors, a deep beautiful yellow and our vibrant hero color blue. These colors are used on all pieces of layover communication in one form or another.

Blue

#247EE2
RGB 36,126,226

Yellow

#FEC216
RGB 254,194,22

Navy Blue

#002072
RGB 0,32,114

Menthol

#C4E69D
RGB 196,230,157

Black

#171717
RGB 196,230,157

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Daimond

#247EE2
RGB 36,126,226

Linen

#FEC216
RGB 254,194,22

Salmon

#002072
RGB 0,32,114

Spiro Disco

#C4E69D
RGB 196,230,157

Fadango

#171717
RGB 196,230,157

03

Typography

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The brand typeface has been carefully selected to be open, legible, smart, and professional. It is called Domain display and is available in bold and semi bold weights.

Domain display acts as our headline text.

Work Sans Bold

AaBbCcDdEe
1234567890

Work Sans Semi Bold

AaBbCcDdEe
1234567890

Work Sans Medium

AaBbCcDdEe
1234567890

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Typography is always aligned left. This provides the eye with a constant starting point for each line, making text easier to read.

When typesetting headlines, the leading should be 15% larger than the type size. To calculate, multiply the type size by .15 and add the result to the typesize.

When setting body copy, the leading should be 25% larger than the type size. To calculate this, multiply the type size by .25 and add result to the typesize. All type should be be set to -20 tracking. Body column width should ideally be between 7-9 words long

Dem 10/11.5

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Dem 20/23

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Patterns

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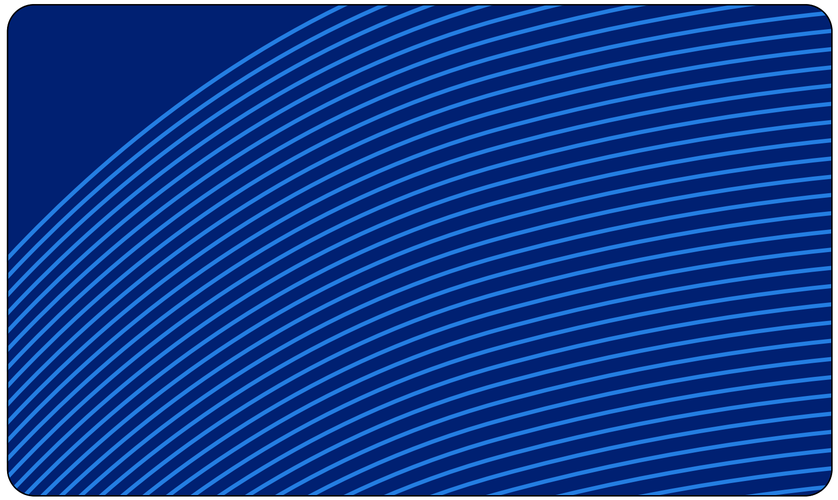

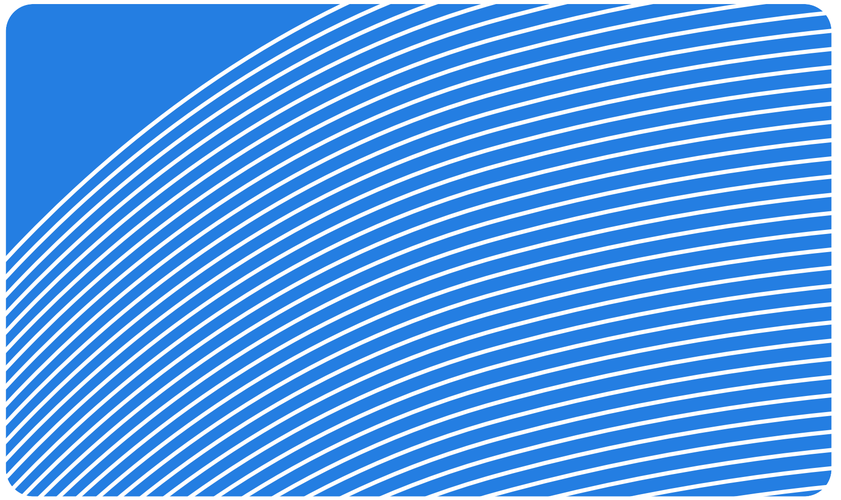

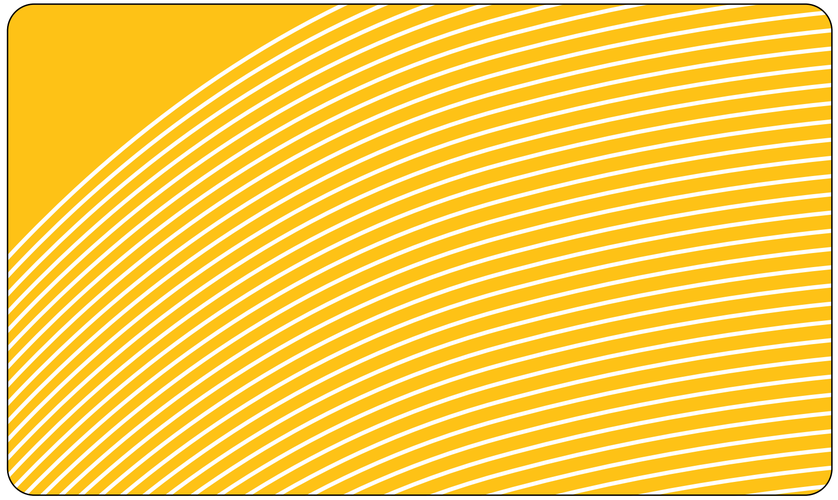

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Collaterals

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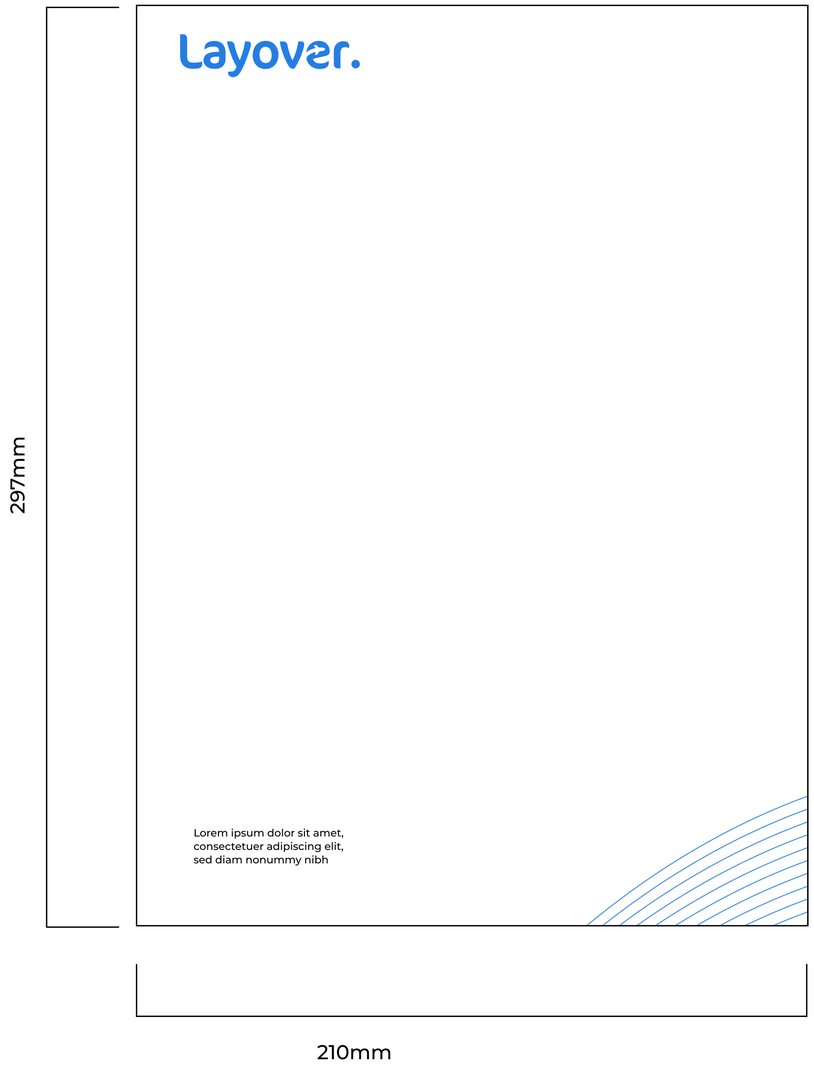
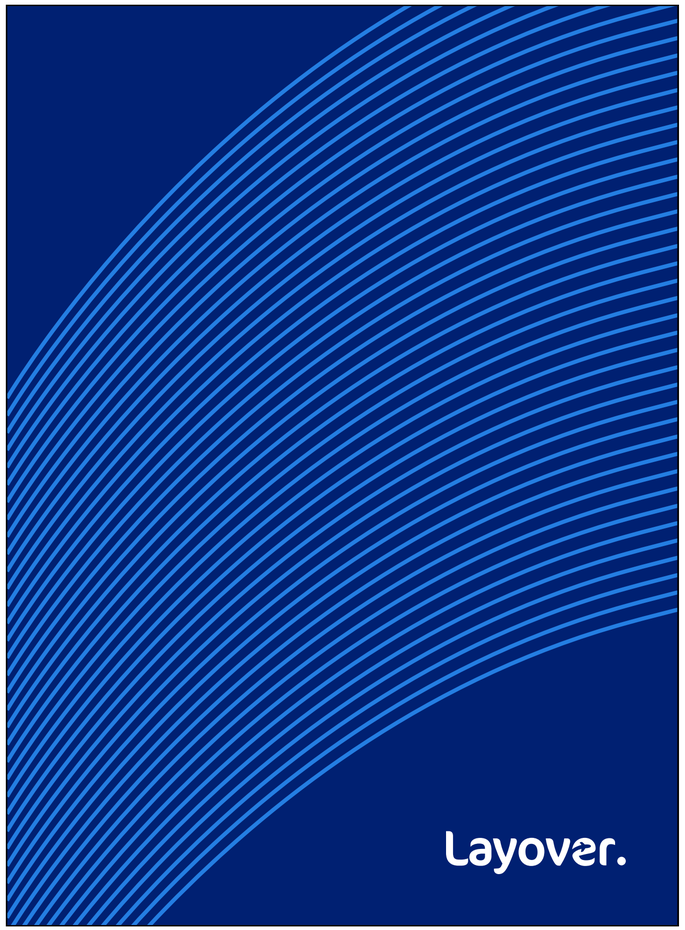
Always use this paper to send out physical correspondence.

Paper type:
100 grams Conqueror vergé 'hagelwit





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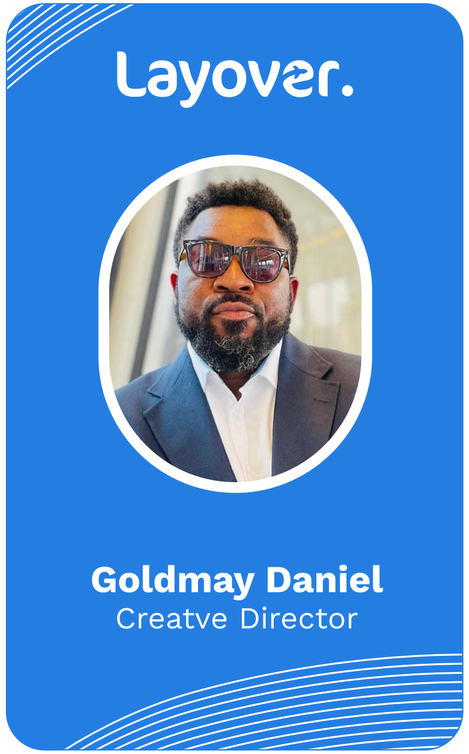

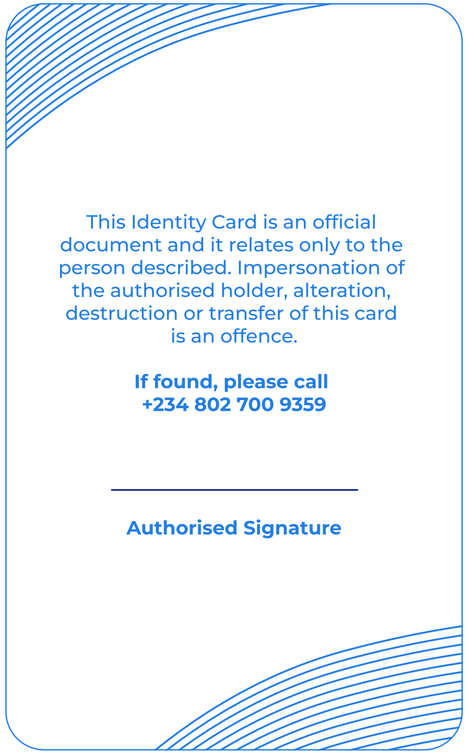

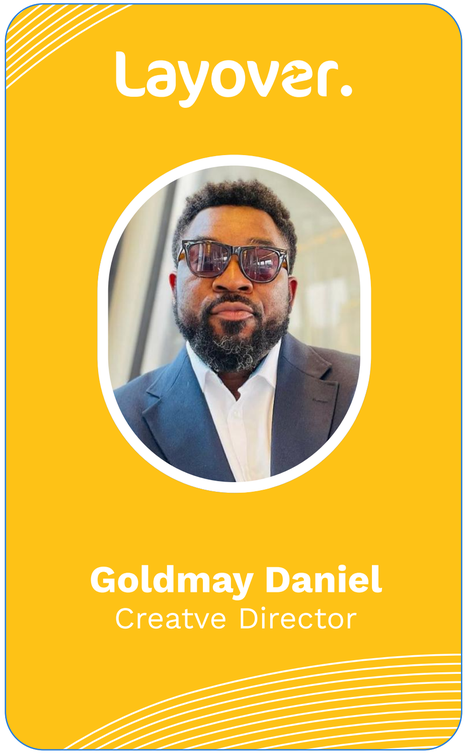

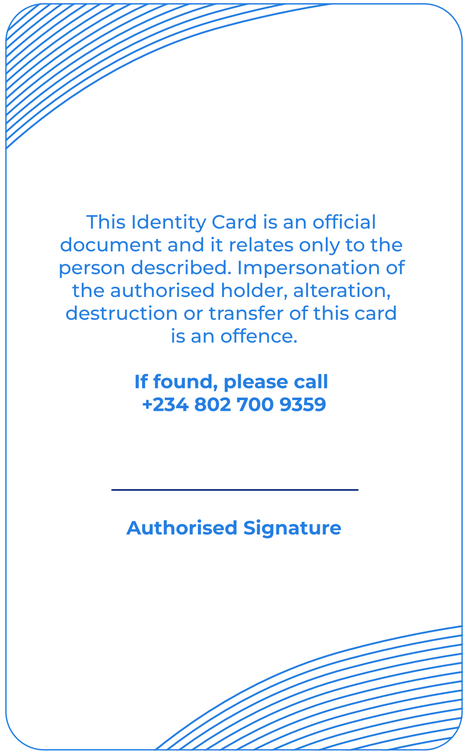

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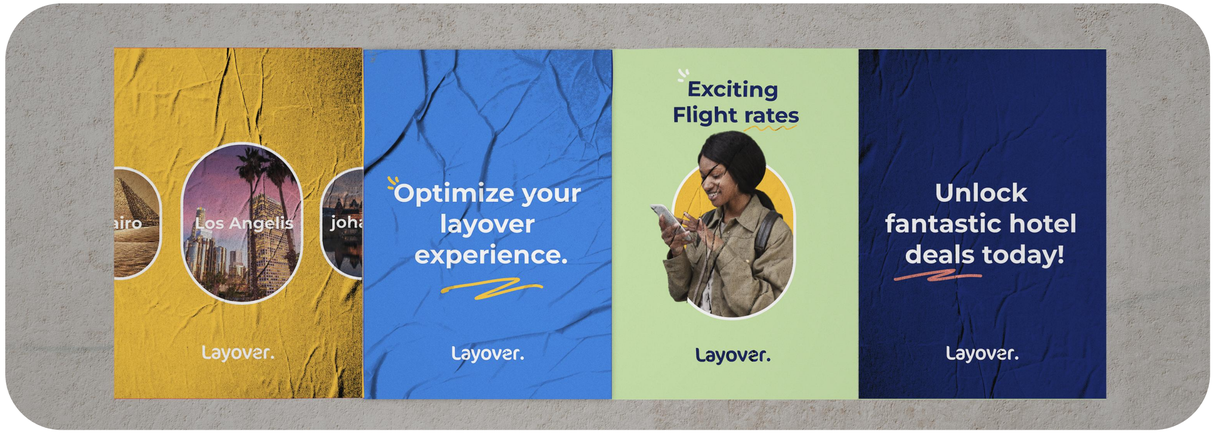
Los Angelis
Optimize your layover experience.
Exciting Flight rates
Unlock fantastic hotel deals today!
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Exciting Flight rates
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Thank you

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