

airportrTM

BRAND BOOK

April 2013 : v8



Our brand is more than our name or logo. It's the way we look, the way we act and the way that we speak. **Our brand is the essence of our company and our services.** It explains exactly what we're all about.

When we live up to our brand, everyone we reach out to has a clear picture of who we are and what we stand for. Better yet, they feel as if they can connect with us.

How do I use this document?

A brand is more than a set of rules. It's a thought process. Which means that when you execute a brand, there is a reason behind every visual or verbal decision you make. This document is the foundation you need to begin to make those decisions. It reflects the thought process that went into creating the brand and provides guidelines for making it work.

Remember, guidelines are flexible. Please use your best judgment as you help bring the AirPortr™ brand to life.

If you have any queries, please contact our brand team.

Contents



CORE ELEMENTS

Brand identity	4
Logo	5
Icon	6
Description	7
Colours	8
Typestyle	9
Values	10
Tone of voice	15
Written words	16
Photo imagery	17
Iconography	25

IMPLEMENTATION

Stationery	tbc
Welcome pack	26
Documents	27
Website	28
Social media	tbc
Livery	29
Uniform	29
Point of sale	tbc
Animation	tbc

INFO

Contact	30
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Brand identity



3

LOOKING AFTER YOUR LUGGAGE

Core elements

The first touch point with AirPortr™ for every customer is likely to be one or more of the core brand elements; 1/ the logo, 2/ the icon and 3/ the tagline.

Logo



LOOKING AFTER YOUR LUGGAGE

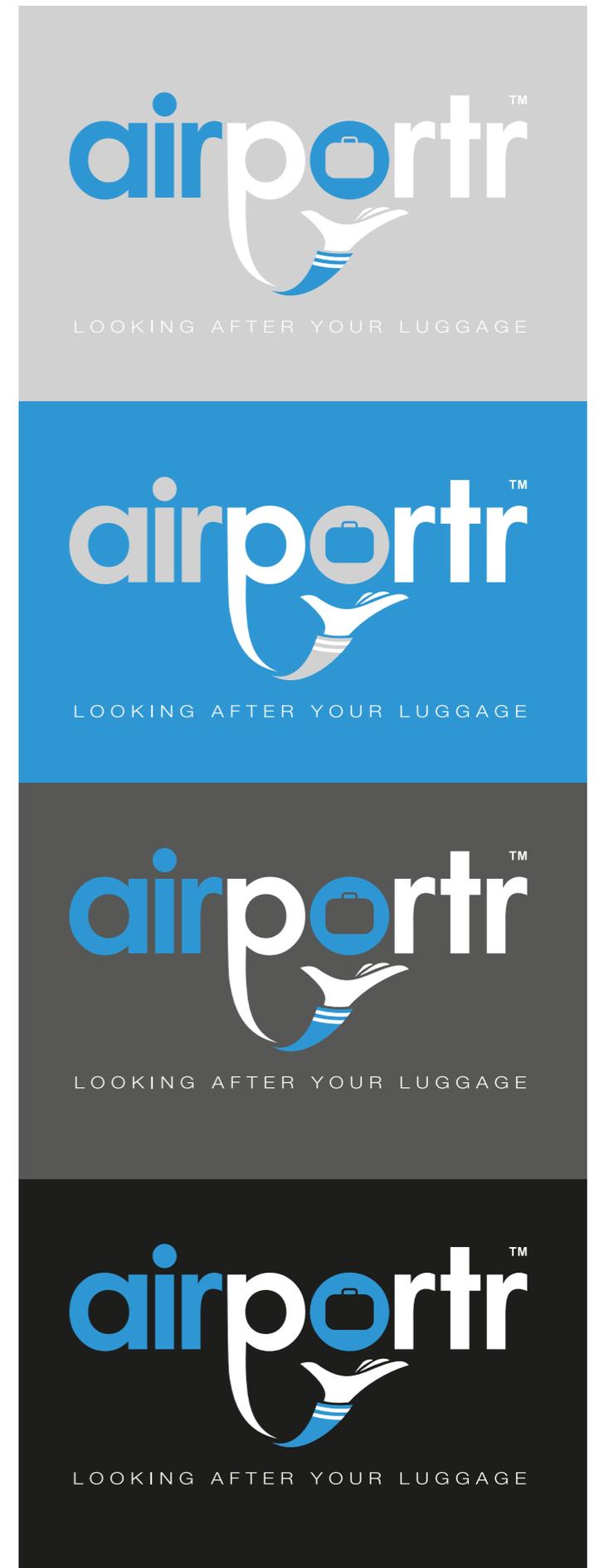
- PANTONE 2925 C
- PANTONE Cool Gray 3 C
- PANTONE Cool Gray 11 C

Minimum logo size

It is important that wherever the AirPortr™ logo appears, it is well reproduced and clearly identifiable. The logo must never be reproduced smaller than 12mm across.

Trademark

In order to ensure trademark protection for the AirPortr™ brand and logo, it must always be reproduced with "TM" in printed applications.



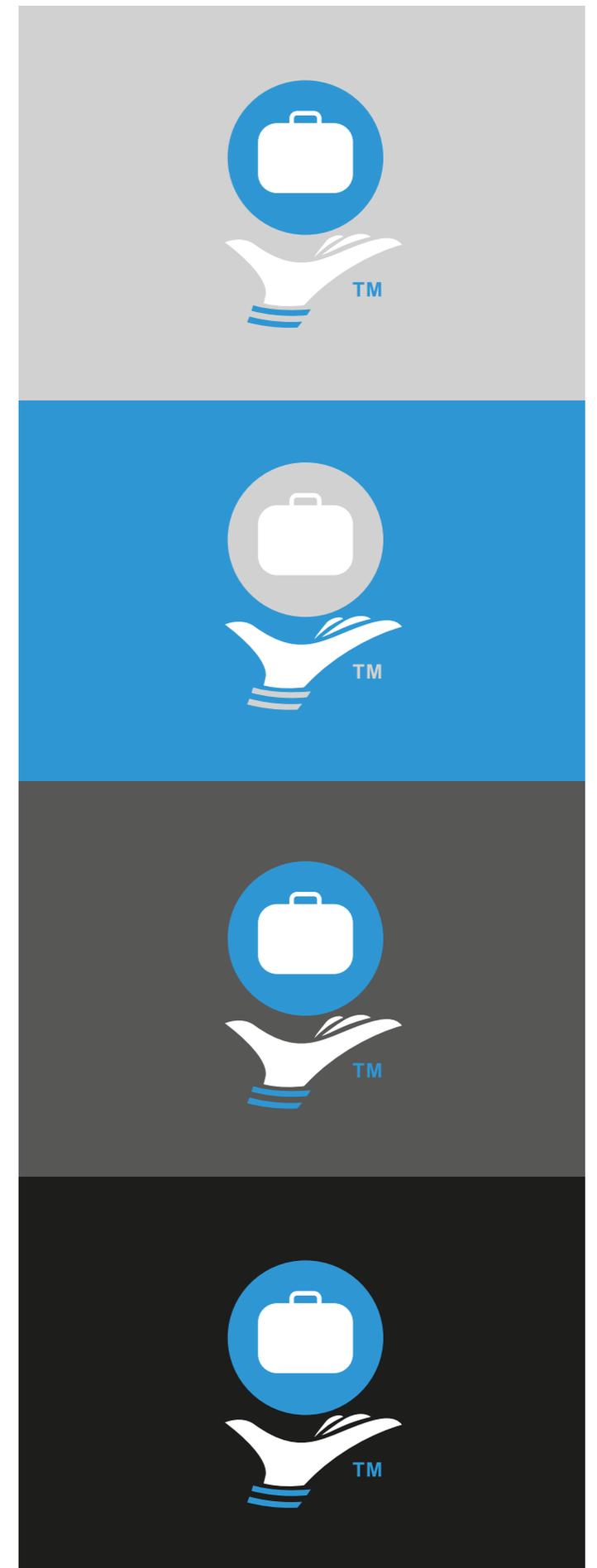
Icon



- PANTONE 2925 C
- PANTONE Cool Gray 3 C
- PANTONE Cool Gray 11 C

Our icon

This is the visual shorthand to represent the brand, and can be used in all media. The AirPortr™ icon is used on our mobile apps and on any marketing materials where social media icons are used. In order to ensure trademark protection for the icon, it must always be reproduced with “TM” in printed applications.



Description



LOOKING AFTER YOUR LUGGAGE

The tagline

The supporting description works in unison with the brand logo. We want this associated with your company and brand in the mind of the marketplace; an essential statement.

It should always be locked to the corporate logo, either “underwriting” it or following it.

This tagline is not campaign-dependent, but positioning-driven, strategic and permanent.

Your personal luggage delivery service

The one liner

This is the brief overview of what we do.

At AirPortr™, we provide our customers with a convenient and flexible luggage delivery service, specifically suited to those travelling to London for business or leisure. On arrival at your destination airport, we will pick up and take your luggage and personal belongings safely to your chosen hotel. At the end of your stay, we can also make sure that your luggage is delivered safely back to your departure airport, ahead of your return flight.

Taking pride in our quality service and excellent customer experience, we guarantee your complete peace of mind when using AirPortr, reassured that you have travelled with your luggage and the often stressful last leg of the journey is being handled by our trusted porters.

So you can relax and make the most of your valuable travel time.

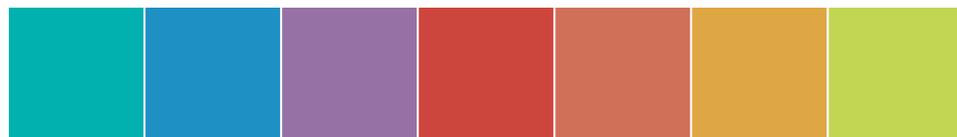
The elevator pitch

This is a short explanation of our service, outlining what makes us different from other travel, concierge and luggage companies.

Colours



Careful use of consistent colour is fundamental to our visual language. The AirPortr™ primary palette uses two grey colours in partnership with a refreshing blue.



We also have an extended palette of secondary colours which have the same tonal value as AirPortr™ blue, and these can be used purely as highlight or accent colours in small concentrated areas. Proportionally they must never be more dominant than the primary AirPortr™ blue and AirPortr™ greys.

Pantone Cool Grey 2 R:200 G:200 B:200 21C 17M 17Y 0K	Pantone 2925 R:0 G:155 B:223 76C 24M 0Y 0K
Pantone Cool Grey 11 R:84 G:86 B:91 66C 57M 51Y 29K	Black

Typography



Simple, clear and legible typography is a key element to communicate a unified personality for AirPort. We have selected Helvetica Neue as our primary font in all printed materials, and simplified the weight options down to either Light or Bold. When writing headlines use Extended versions in CAPS. Use sentence case for body copy.

Arial is the default typeface for online.

Helvetica Neue 45 Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Helvetica Neue 43 Light Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Helvetica Neue 47 Light Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Helvetica Neue 75 Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Helvetica Neue 73 Bold Extended

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Helvetica Neue 77 Bold Condensed

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Values



Our dedicated team provide an efficient and dependable service. We pay attention to every detail and ensure that our customers can trust that their requirements come first at every level, at every stage.

RELIABLE

Values



We are accountable for all our actions, and focus on providing an effective and consistent interaction with our customers. Our aim is to deliver a quality service in the most sustainable and ethical manner possible.

RESPONSIBLE

Values



Our team are helpful and genuine. We communicate with clarity; we are direct, straightforward, and easy to understand. We listen to our customers, to learn how we can enhance their experience.

REASSURING

Values



At every customer touch point our team are accessible and proactive. We pride ourselves on being vibrant and smart, and in turn this helps make our services easy to use, understand and enjoy.

RESPONSIVE

Values



We enjoy what we do. We are respectful, friendly and polite, but never corporate or dull. Our service needs to be flexible and premium, but above all we want the experience to be valued.

REWARDING

Tone of voice



be clear
be helpful
be consistent
be natural
be honest
be proud

It is vital to create the right tone to best communicate AirPortr and our brand promise. Getting the message and tone right will be the measure between the success and failure of each communication. Audiences must understand the benefits – the points of differentiation – that come from partnering with AirPortr versus working with the competition. Above all, we should strive to use the points of differentiation that uniquely position AirPortr in the hearts and minds of our customers, partners and other key audiences.

Be human. Images should relate to benefits and, therefore, be human, rather than product-oriented. Base the message in humanity and the human experience, not in technical services.

Be impactful. Find arresting images to capture the readers' attention. A resource library is available on request from the brand team.

Be confident. Quietly. Our message should be understated, subtle, not boastful. Our voice is one of partner, not seller. This is not about making claims; it's about who we are. Under promising and over delivering is the essential tone.

Be clean and crisp. Use elegant, simple but effective communication. Visually and verbally, less is more. Talk about the benefits. How does the AirPortr service enhance people's lives?

Be conversational. The message should speak and share with people, not talk at them. Engage the reader by speaking in a common language. No chest-beating or competitor-bashing. Avoid jargon.

Be global. We are a global company and need to act like one. Please do not use metaphors or sports analogies. Consider translations and image selection with a worldview in mind. Not all cultures in the global village share the same values.

Be sure. Test the visual and verbal content with the audience to be sure that we are communicating what we want to communicate.

Obtain approval. All ads, literature and other external marketing communication materials must be reviewed and approved by brand team before they go live.

Written words



In addition to the brand rules regarding the display of our logos, there are also important rules for how we use our word marks. To ensure consistency for all our written communications, please adhere to these style rules.

If you have any queries, please contact our brand team.

[To find out more visit the AirPortr™ website.](#) **Correct**

[Check out our brand page on the AirPortr™ service.](#) **Correct**

[Follow us on the AirPortr™ service.](#) **Correct**

[To find out more visit AirPortr's website.](#) **Incorrect**

Trademark ™

A trademark symbol should be used immediately preceding the brand (AirPortr™), and should appear superscript™ or in parenthetical format (tm). A trademark symbol is required upon the first use of the mark in any text or body copy, even though the symbol may have already been used in the headline or other prominent use.

You may use the AirPortr trademark or product name to refer specifically to such AirPortr product in marketing and promotional materials, books, conferences, applications, demonstrations, and so on. You are permitted to use a AirPortr trademark referentially provided that you adhere to these guidelines, you do not disparage AirPortr products and services, you do not display another name or logo more prominently than the AirPortr trademark and that you include a disclaimer that AirPortr does not sponsor, affiliate, or endorse your product, and/or services.

A trademark must never be used in possessive form. For example, one would not refer to "AirPortr™'s features" but rather to "...the features of the AirPortr™ technology" or "the AirPortr™ technology's features." A trademark should not be used in plural form. For example, one would not refer to "AirPortrs" but rather to "AirPortr™ service" or "AirPortr™ operatives."

Copyright ©

A copyright is a form of protection provided to AirPortr™ that gives us the exclusive right to reproduce the copyrighted work, to prepare derivative works, to distribute copies, and to display publicly. The copyright symbol © should appear in any disclaimer or legal text at the end of all outside marketing materials.

The standard AirPortr™ disclaimer copy should be formatted as follows:
©2013 Portr Limited. All rights reserved. The disclaimer should include any registered product denotation if applicable; i.e. ©2013 AirPortr™ is a trademark of Portr Limited. All rights reserved.

A copyright protects the form of expression rather than the subject matter of the writing. For example, a description of a machine could be copyrighted, but this would only prevent others from copying the description; it would not prevent others from writing a description of their own or from making and using the machine. Use the trademark ownership statement on every communication or publication:

AirPortr™, Portr™ and the related icons are registered trademarks of Portr Ltd.

Capitalisation

Headings are set in lower case with initial capitals. Text is in upper and lower case except for "LOOKING AFTER YOUR LUGGAGE" tagline, which is always in capitals. Do not capitalise "internet" in English. Avoid capitalising lists, stand alone phrases, etc. Always capitalise proper names such as British Airways, Microsoft, etc. Capitalise countries, cities and names in paragraph text, but not in advertising headlines and presentations, etc. Always capitalise acronyms such as PC, ISP. Spell them out when appropriate or when you think it will help reader understanding.

URL usage

Since "www" is becoming more redundant, we will migrate away from use of "www" in our primary web address and simply use **portr.com**. Never include http:// to describe our site.

Photo imagery



be natural
capture the moment
focus on one clear message
use real people
express our brand values
be active and positive

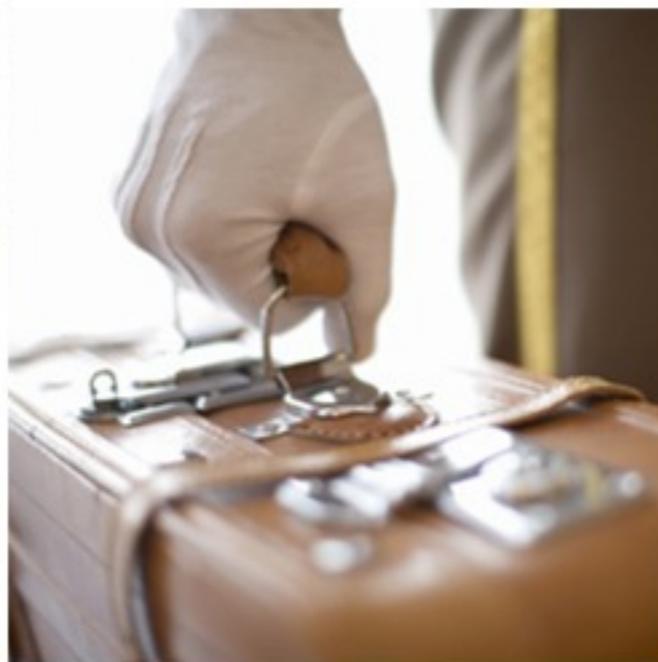
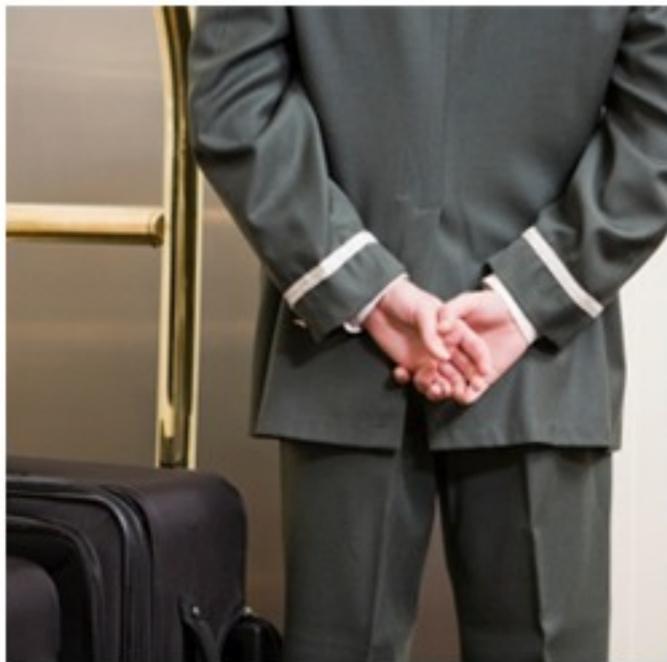


Photo imagery: Airport

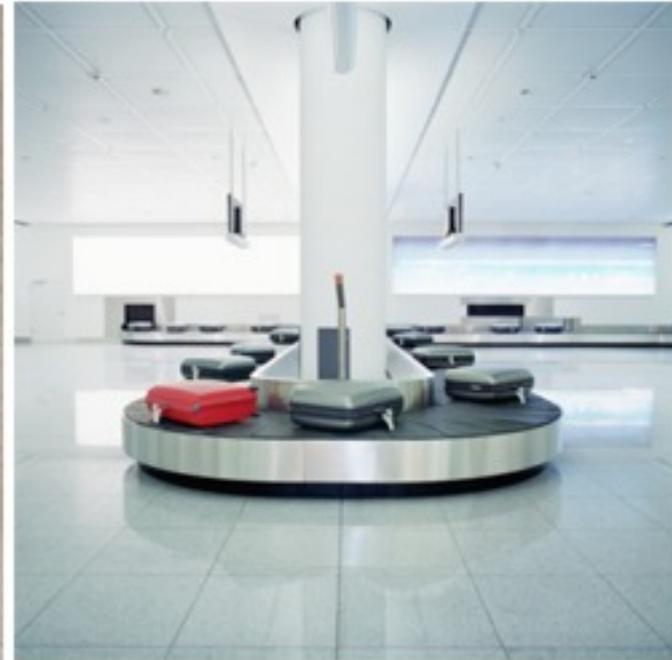
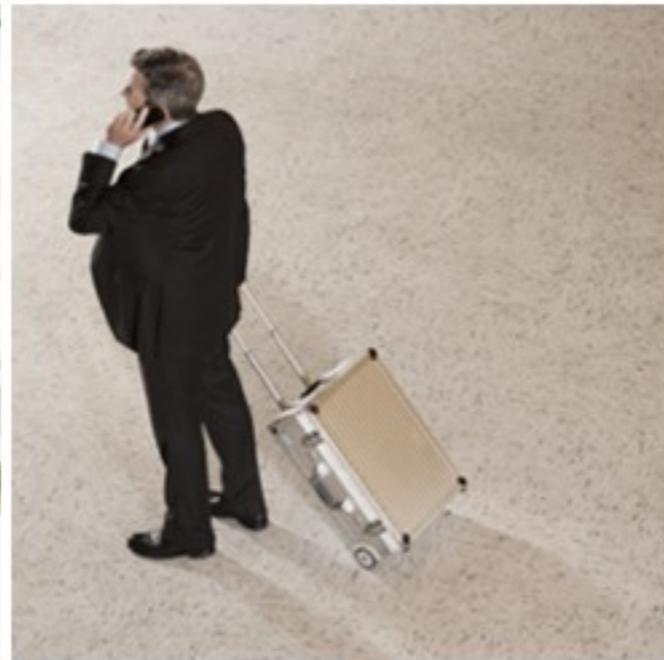
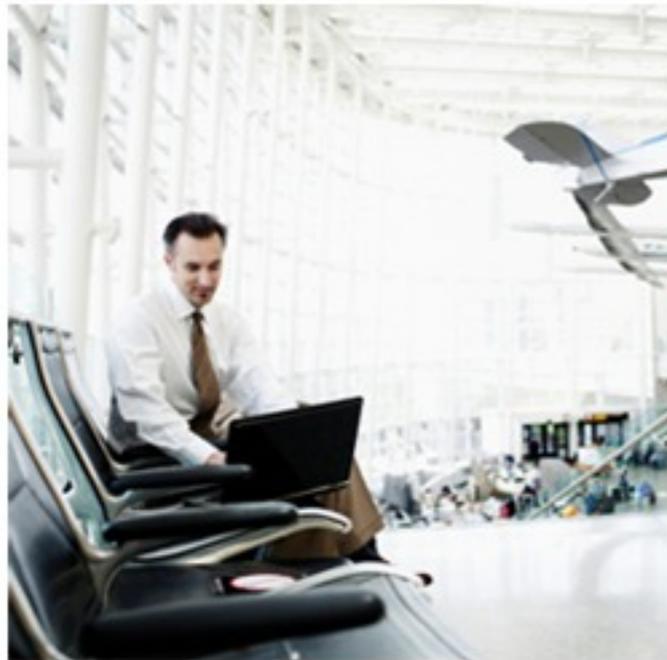
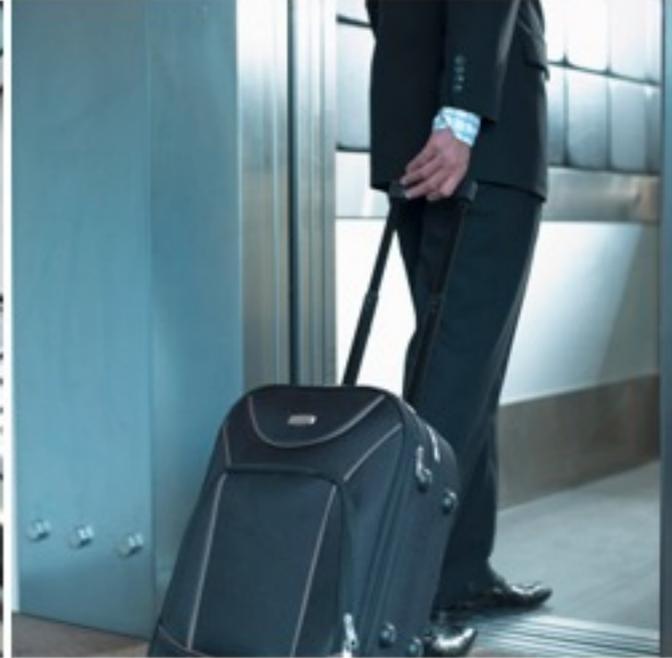
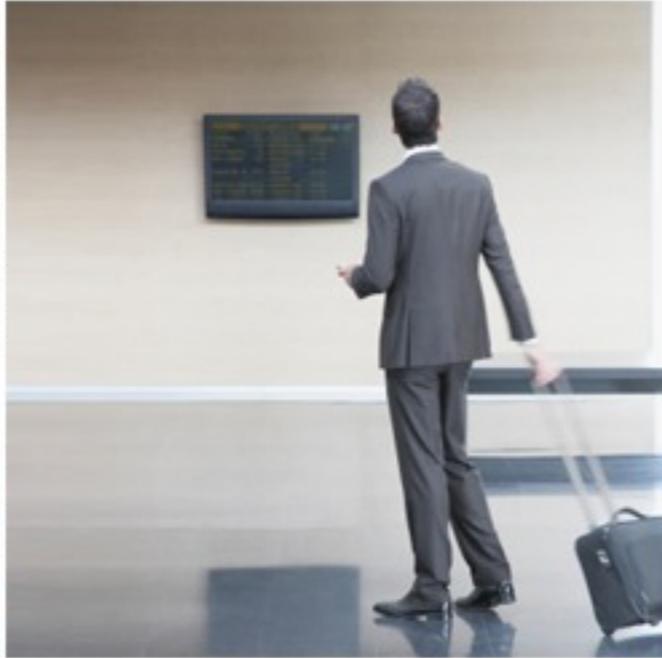


Photo imagery: Welcoming arrival



Photo imagery: Easy transfer



Photo imagery: Hotel check in

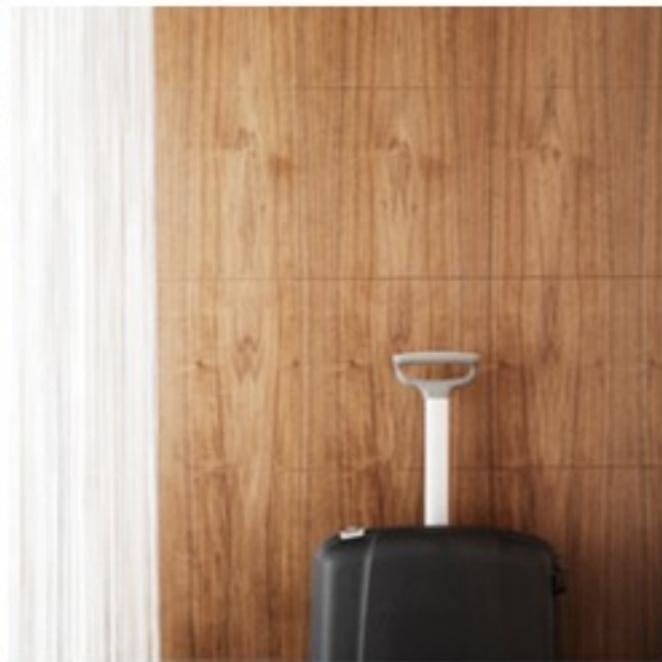
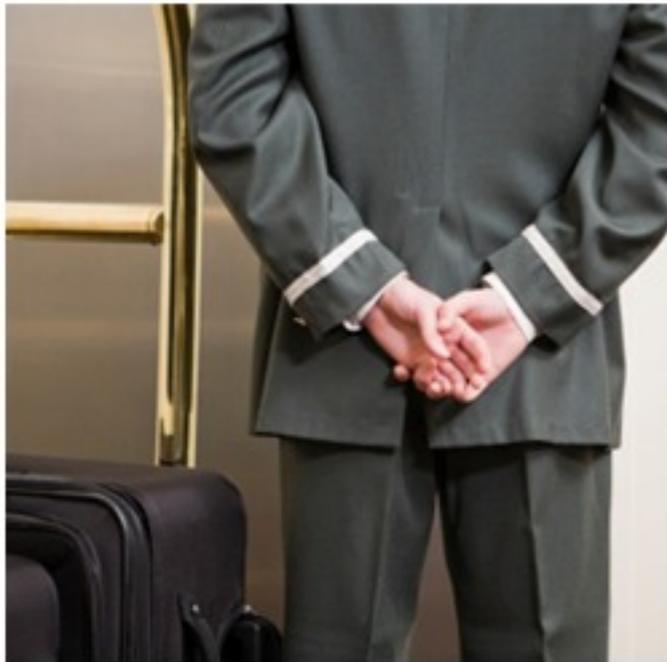
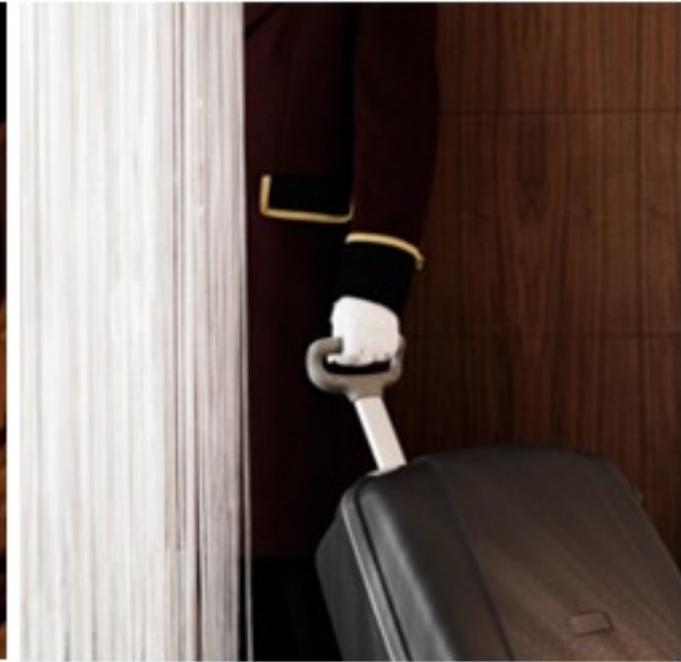
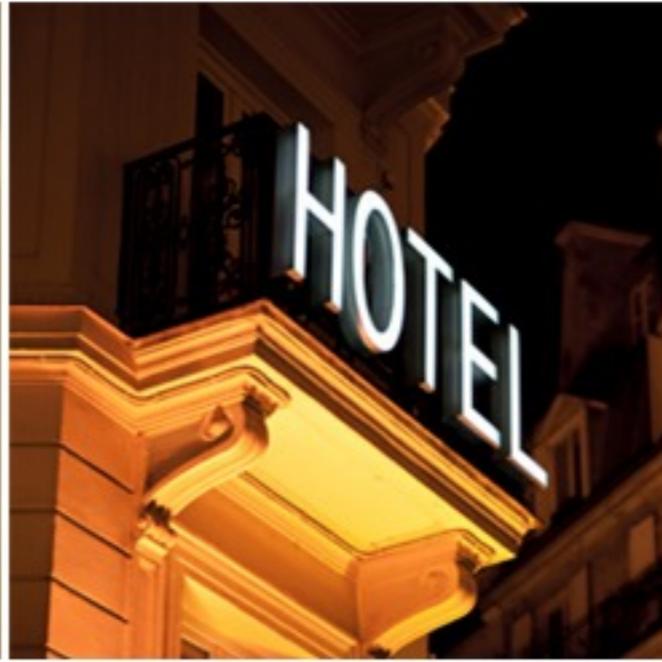


Photo imagery: Hotel porter

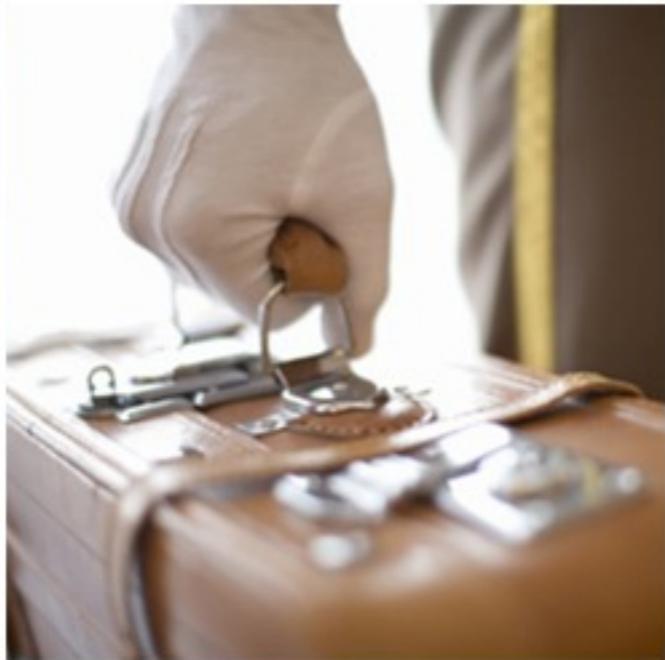
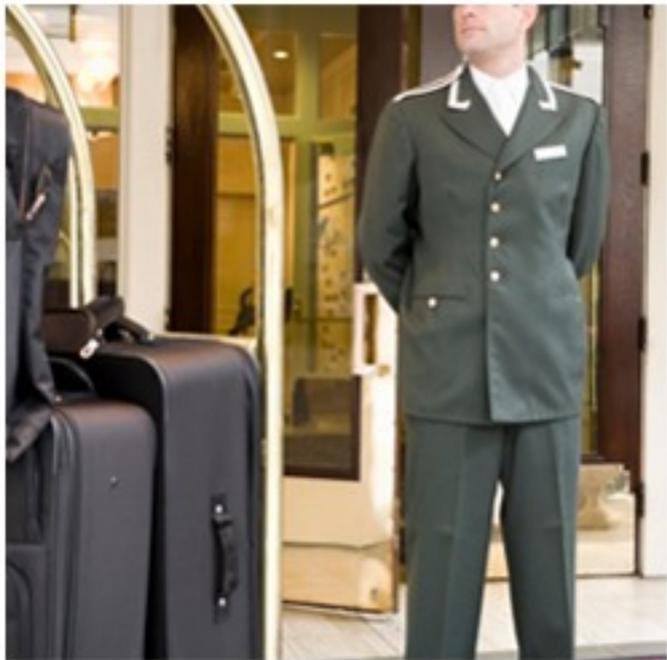


Photo imagery: London vibrancy



Photo imagery: Exploring London



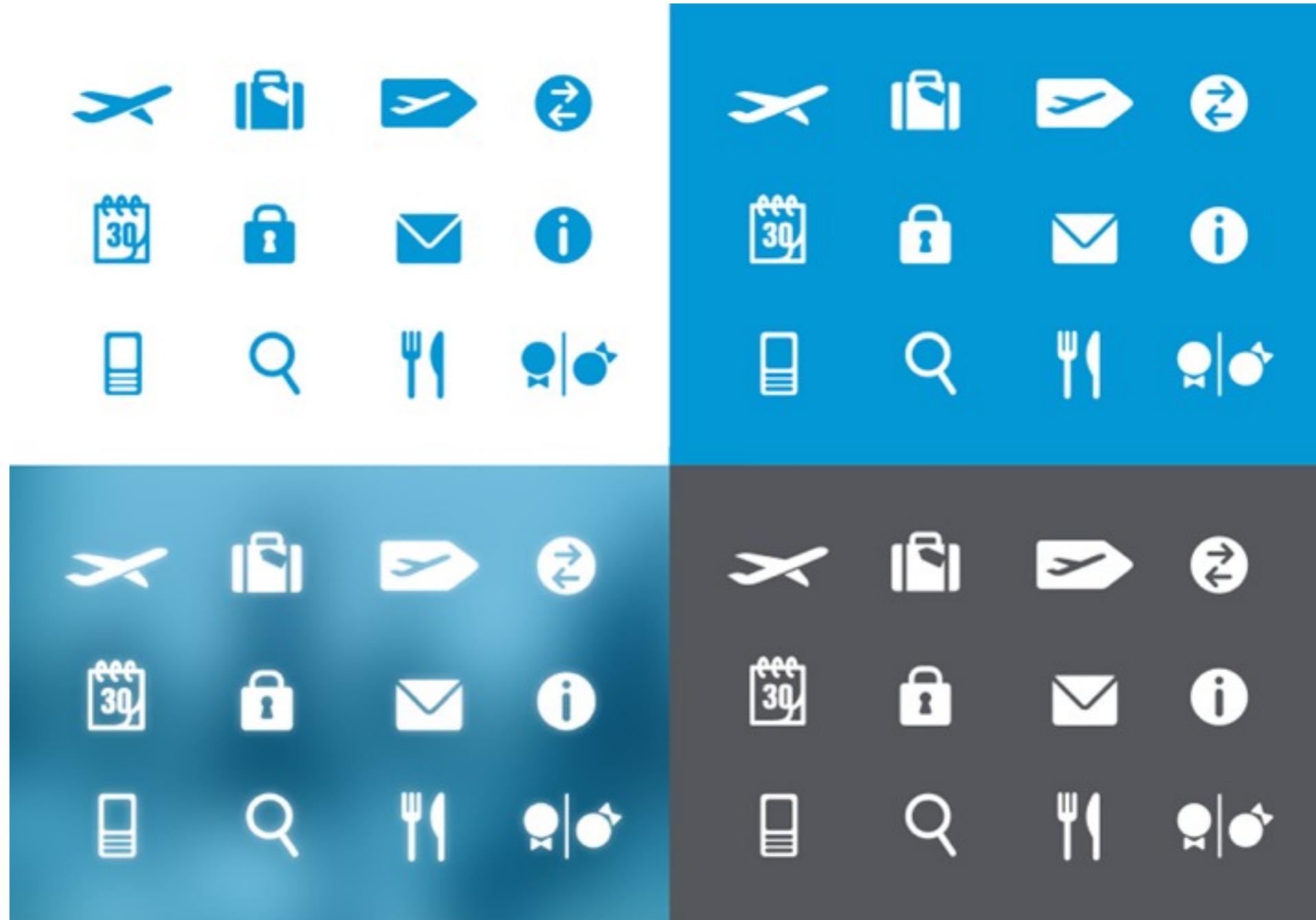
Iconography



We use a variety of web and app icons in association with AirPortr™. These range from navigational elements to category definers.

When creating icons please keep in mind:

- Imagery should be simple and iconic
- Detail in elements should be minimal
- Soft, round corners whenever possible
- Use straight on perspective
- Reduce complexity
- Don't use vector traced photographs

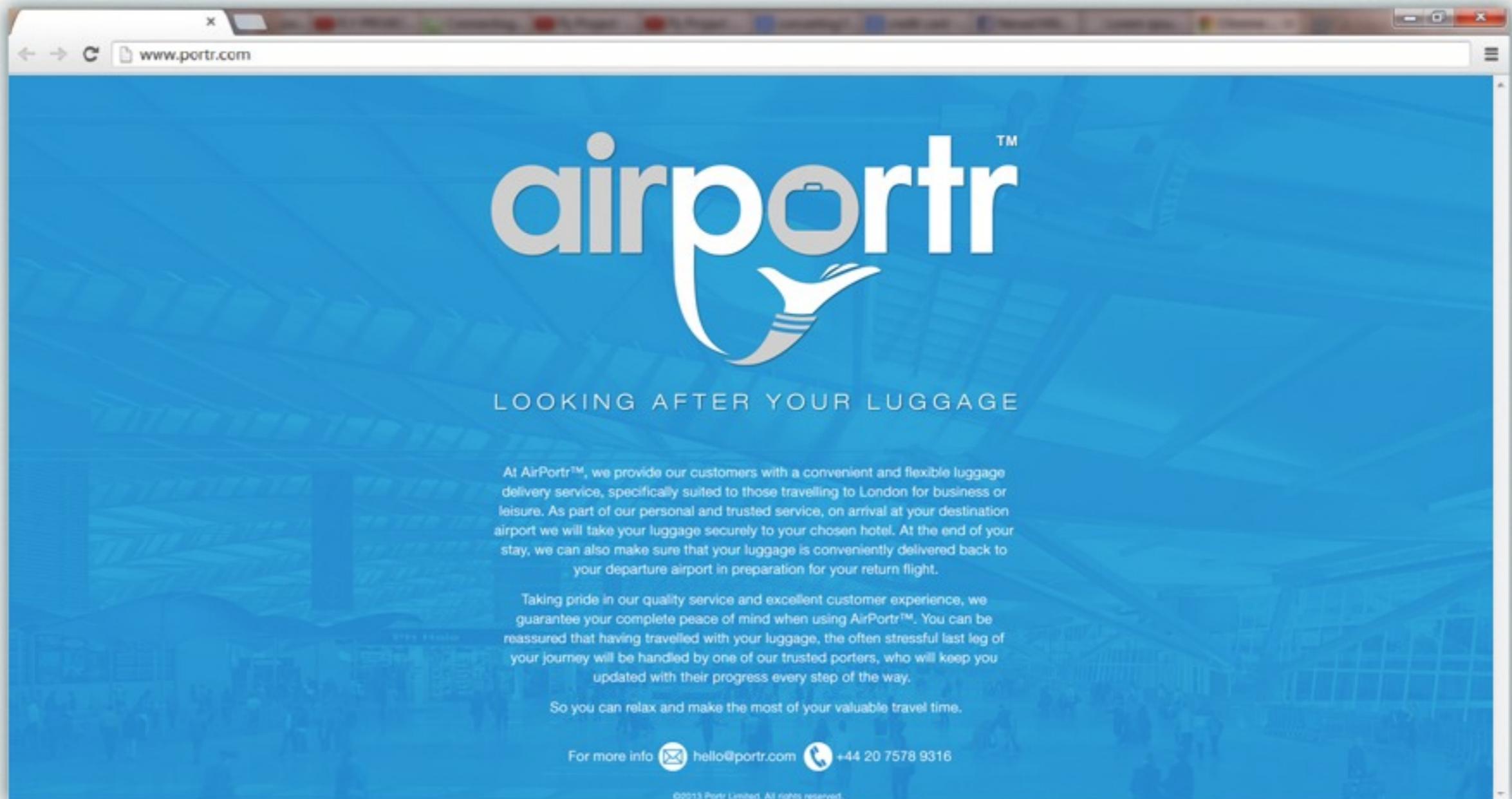


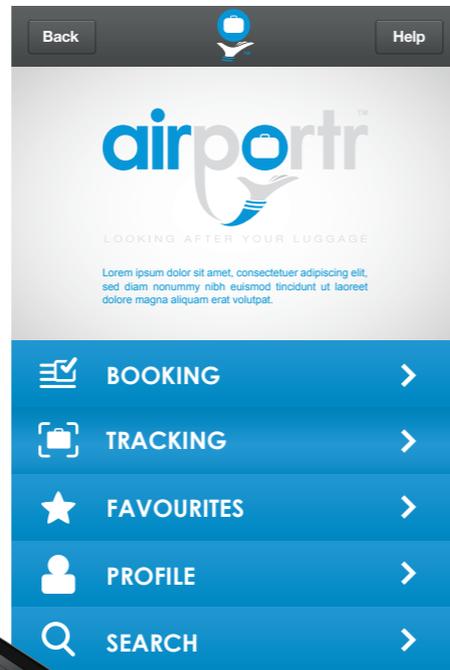
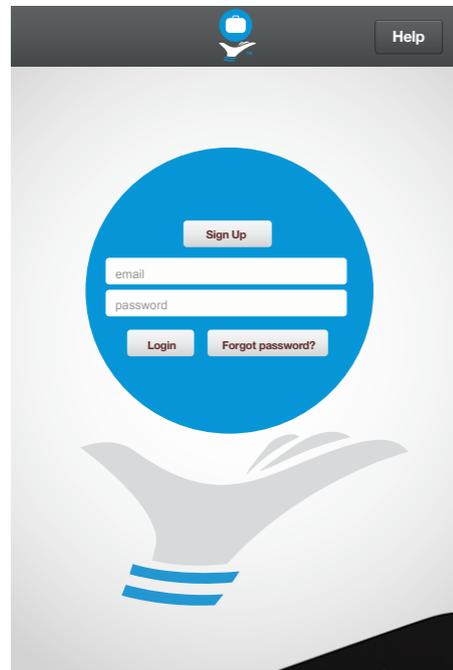
Welcome pack



Document cover







Contact



Registered company info

PORTR LIMITED

7 Granard Business Centre
Bunns Lane
Mill Hill
London NW7 2DQ
United Kingdom

Company No. 08119088

Our Mayfair office

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11-14 Grafton Street
London W1S 4EW
United Kingdom

T: +44 20 7578 9316
F: +44 20 7183 7209
E: hello@portr.com

portr.com

The implementation and communication of the AirPortr™ brand should comply with our brand standards, and designs need to be approved by our management team before going into production.

Nick Paterson-Jones

Head of Brand

npj@portr.com

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