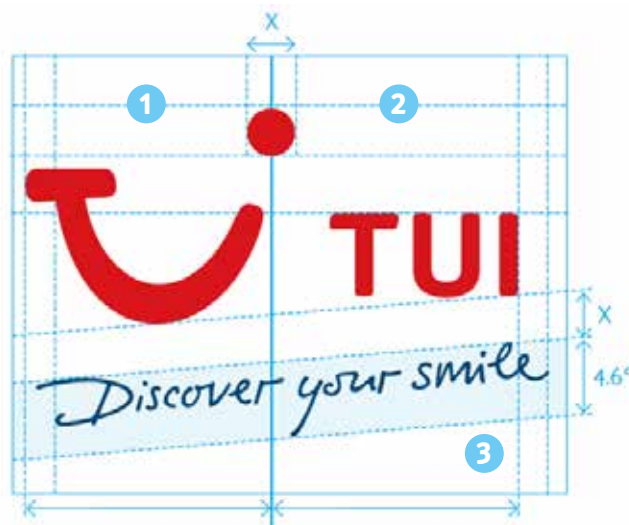


## BASIC RULES FOR THE USE OF THE TUI LOGO

The TUI logo is a combination of the TUI Smile **1**, the TUI wordmark **2** and the "Discover your smile" claim **3**.

These elements are combined in fixed proportions, which must be respected at all times. The separate use of the TUI Smile and the TUI wordmark and/or a change in their position is not allowed. In exceptional cases it is permitted to use the claim separately from the TUI logo, but approval must always be obtained first. The claim exists in TUI-Dark blue and in white. Always use the version that is most clearly visible, depending on the background.



### POSITION OF THE TUI LOGO

The TUI logo is preferably positioned in the top left corner. If this is not possible, the logo can be placed in the top right corner.



### MINIMAL SPACE

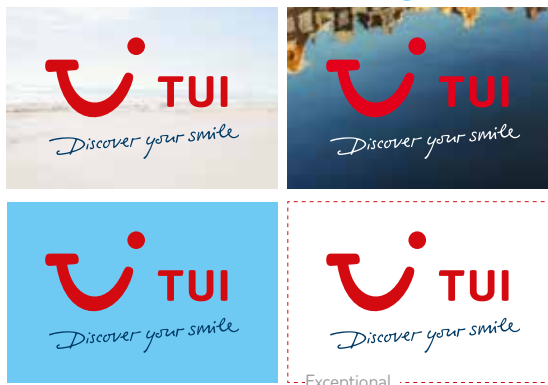
The minimal space around the logo is 1.5 x (i.e. 1.5 times the circle in the TUI Smile logo) **4**. No graphic elements, texts, other logos etc. can be placed within this space. It is permitted to insert images/photos behind the logo, provided that the area in the image/photo where the logo is placed is neutral and is so light or dark that the logo is clearly visible and legible.



### BACKGROUND

The logo is preferably inserted in an image/photo **5**. If the contrast with the image is insufficient, the logo must be placed against a TUI-Blue background. In exceptional cases it is permitted to place the logo against a white background, but approval must always be obtained first.

Examples of insertion in image/photo/TUI-Blue : **5**

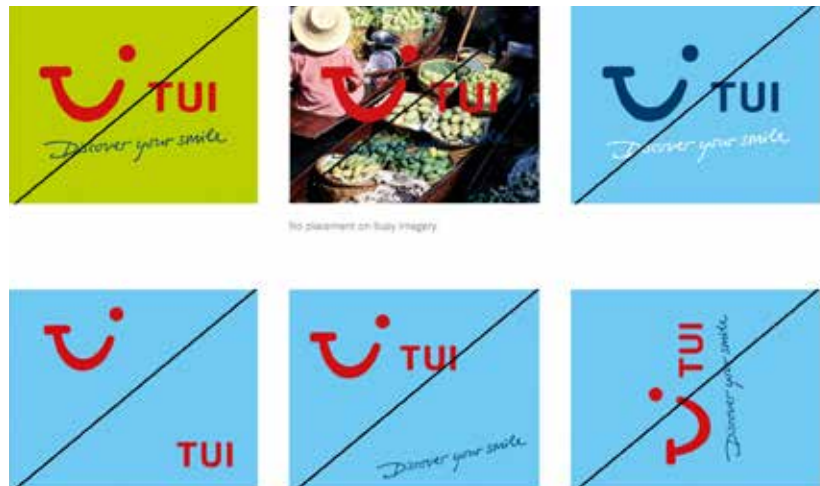


# LOGO

## BASIC RULES

- This logo replaces all previous logos, both of TUI and of all local brands
- The logo is always in TUI-Red
- In exceptional cases the logo can be placed against a white background (after having obtained approval)
- The logo can only be inserted in a neutral area of the image/photo or against a TUI-Blue background
- The logo cannot be changed
- No extra elements can be inserted in the minimal space
- The logo cannot be cut
- Only the original logo supplied can be used

## Examples of how the logo cannot be used



## MINIMAL DIMENSIONS OFFLINE (CMYK)

The logo cannot be less than 30 mm wide. If it is used in a smaller dimension after all, the version without the claim must be used.

## MINIMAL DIMENSIONS ONLINE (RGB)

The logo cannot be smaller than 100 pixels in width. If it is used in a smaller dimension after all, the version without the claim must be used.



## USE OF COLOURS

The new colour scheme has been simplified and subdivided into three groups: primary, secondary and achromatic colours.

The primary colours **1** are:  
TUI-Blue (also to be used at 50% and 25%),  
TUI-Dark Blue and TUI-White

The secondary colours **2** are:  
TUI-Red, TUI-Yellow and TUI-Green

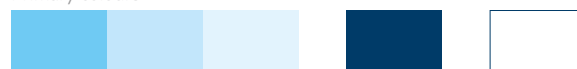
To be used for buttons, boxes etc.  
Use these colours sparingly in order to strengthen the "blue company" image.

The achromatic colours **3** are:  
TUI-Sand, TUI-Beige, TUI-Grey and TUI-Black

To be used as background colour to emphasize the layout or to improve the legibility of the text, never use them as secondary colours.

All other TUI colours are no longer valid.

### Primary colours **1**



TUI-Red	TUI-Blue	TUI-Blue 50%	TUI-Blue 25%
mainly to be used for the TUI logo	to be used for backgrounds	RGB 50%:	RGB 25%:
CMYK: 10.100.100.0	CMYK: 55.0.0.0	-	-
Pantone: 485	Pantone: PNT 2905	-	-
Ral Design: 040 40 67	Ral Design: 240.80.20	-	-
RGB: 239.0.0	RGB: 112.203.244	194.230.250	226.243.254
HEX: #ef0000	HEX: #70cbf4	#c2e6fa	#e2f3fe
PNT Textile: TCX 18-1561	PNT Textile: TCX 14-4318	-	-
TUI-Dark Blue	TUI-White		
to be used for text, icons and esign elements	to be used for brightness and legibility		
CMYK: 95.50.0.55	CMYK: 0.0.0.0		
Pantone: PNT 7463	Pantone: -		
Ral Design: 260.30.25	Ral Design: 9003		
RGB: 9.42.94	RGB: 255.255.255		
HEX: #092a5e	HEX: #ffffff		
PNT Textile: TCX 19-3920	PNT Textile: TCX 11-0601		

### Secondary colours **2**



### Achromatic colours **3**



CMYK: 10.100.100.0	CMYK: 0.5.100.0	CMYK: 40.0.100.0	CMYK: 0.15.35.0	CMYK: 20.15.25.0	CMYK: 50.40.40.30	CMYK: 40.40.0.100
Pantone: 485	Pantone: 108	Pantone: 375	Pantone: 7506	Pantone: 7534	Pantone: 424	Pantone: PNT Pro Black
Ral Design: 040 40 67	Ral Design: 090 80 90	Ral Design: 110 80 70	Ral Design: 080 90 20	Ral Design: 085 80 10	Ral Design: 000 50 00	Ral Design: 9005
RGB: 239.0.0	RGB: 255.225.0	RGB: 170.215.0	RGB: 255.223.183	RGB: 215.210.195	RGB: 115.115.115	RGB: 0.0.0
HEX: #ef0000	HEX: #ffe100	HEX: #aad700	HEX: #ffdeb7	HEX: #d7d2c3	HEX: #737373	HEX: #000 000
PNT Textile: TCX 18-1561	PNT Textile: -	PNT Textile: -	PNT Textile: -	PNT Textile: -	PNT Textile: -	PNT Textile: -