



# LogoGuide

Version 1.2 – 2018

**This is Rejseplanen's LogoGuide** which aims to ensure consistent and coherent use of the logo.

If you have any questions regarding LogoGuide, you are more than welcome to contact us at **[data@rejseplanen.dk](mailto:data@rejseplanen.dk)**.

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## Brand naming

Rejseplanen's original logo should be used when making any reference to Rejseplanen and in any mention of the brand that does not relate to the use of Rejseplanen's data.



**Brand naming may, for example, be**

- Bus signs referring to Rejseplanen
- Printed matter referring to Rejseplanen
- Digital links to Rejseplanen



Example of brand naming  
at [banedanmark.dk](https://banedanmark.dk)

## Use of the original logo

Rejseplanen's logo for general naming of the brand and any mention of the brand can be displayed in colour, greyscale and white (shown below). We always recommended using the coloured logo, if possible.

Colour



Greyscale

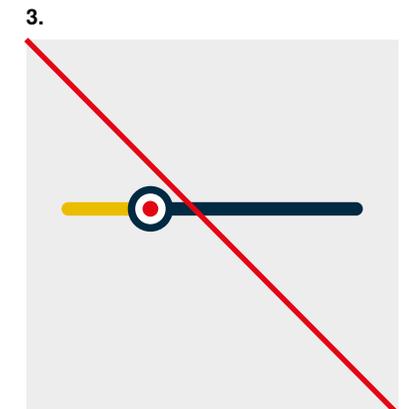
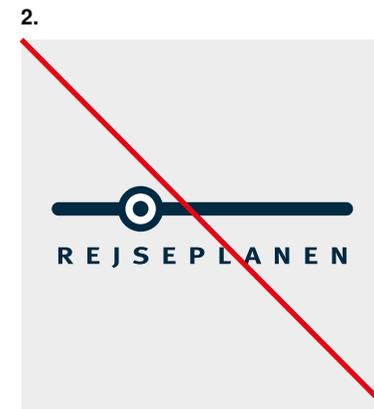


White



## Incorrect use of original logo

1. The logo must not be used on dark surfaces or surfaces which make it difficult to read the logo
2. The logo must only be reproduced in original colours, as well as black and white
3. The various components of the logo must not be split and used separately



## Original logo versus app logo

When it is Rejseplanen that communicates or when the brand is named, the Rejseplanen logo is used. In terms of communication relating to the use of Rejseplanen's data, Rejseplanen's app logo is used instead.



## App logo: reasoning

Rejseplanen's app-logo is used in any data communication because:

1. The white background ensures that the logo works optimally on all surfaces
2. More than 3.5 million downloads ensure that the icon is quickly recognisable
3. The name forms part of a module which is shown in search results (page 10)
  - using the logo with a name tag is therefore not necessary.

Therefore the app logo will henceforth be referred to as *the logo*.



## Buffer zone

Space is an important element in Rejseplanen's communications, as this helps to ensure simple and aesthetic expression.

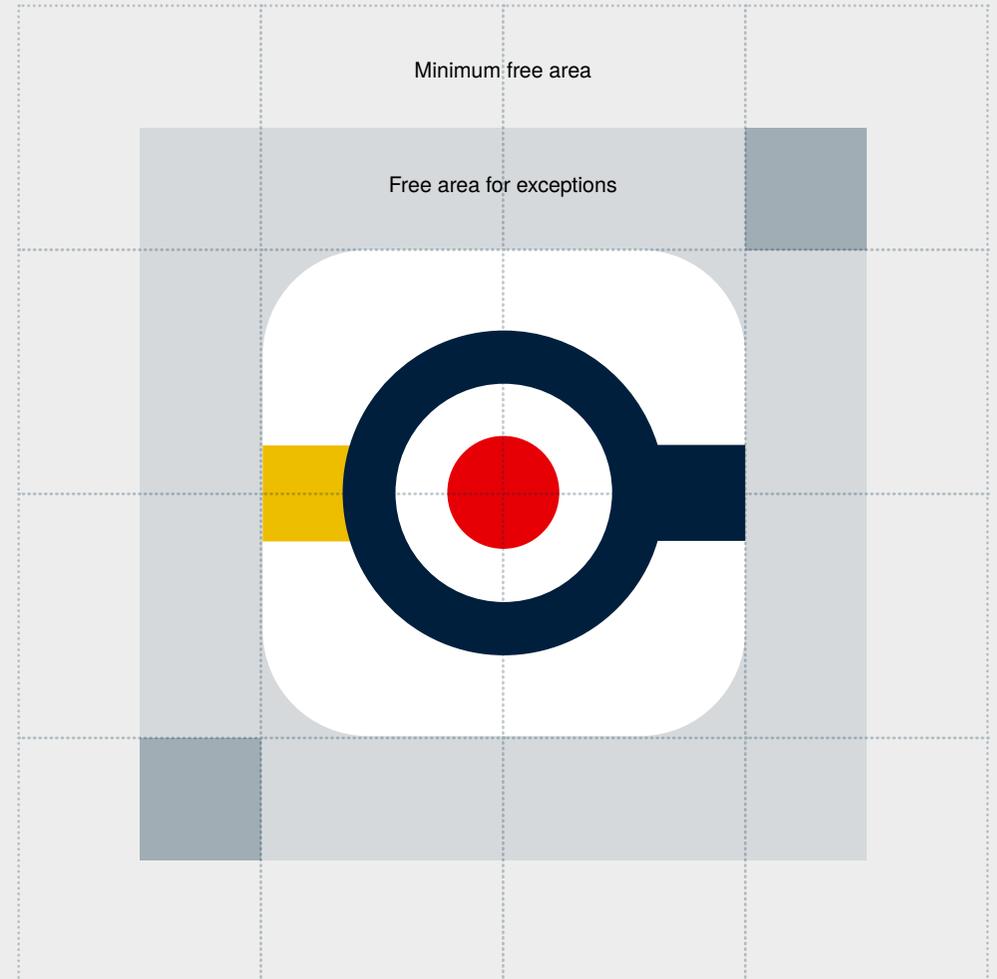
In order to ensure that Rejseplanen always stands out clearly, a minimum area around the logo has been defined to ensure that the logo has space and is not disturbed by graphic elements, images or text. The free area corresponds to half the logo's height and width.

The image on the right also shows a free area for exceptions. This area can be used as a guideline in special cases when it is necessary to move away from the free area.

## Minimum logo size

To ensure that the logo is always clear, it should be no less than the minimum size.

Minimum size



## Positioning of logo

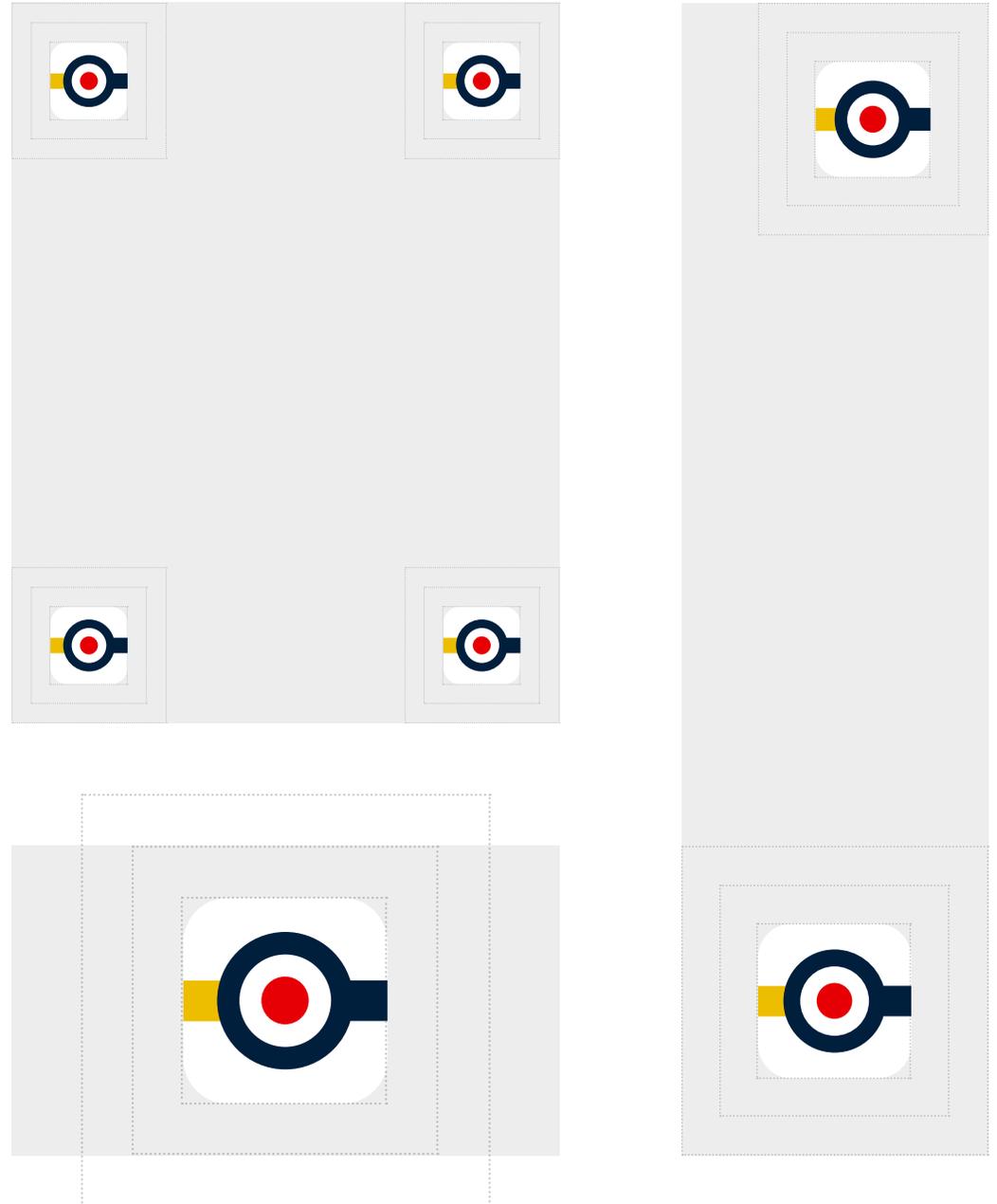
Here are examples of logo positioning in different formats and sizes, where the free space is used as a guideline. The logo must always be positioned appropriately on the website in question.

The goal is to develop a visual standard and, as indicated, it is important for the appearance that the free area is used correctly.

If the logo is on a white background, there will be a frame around the symbol.



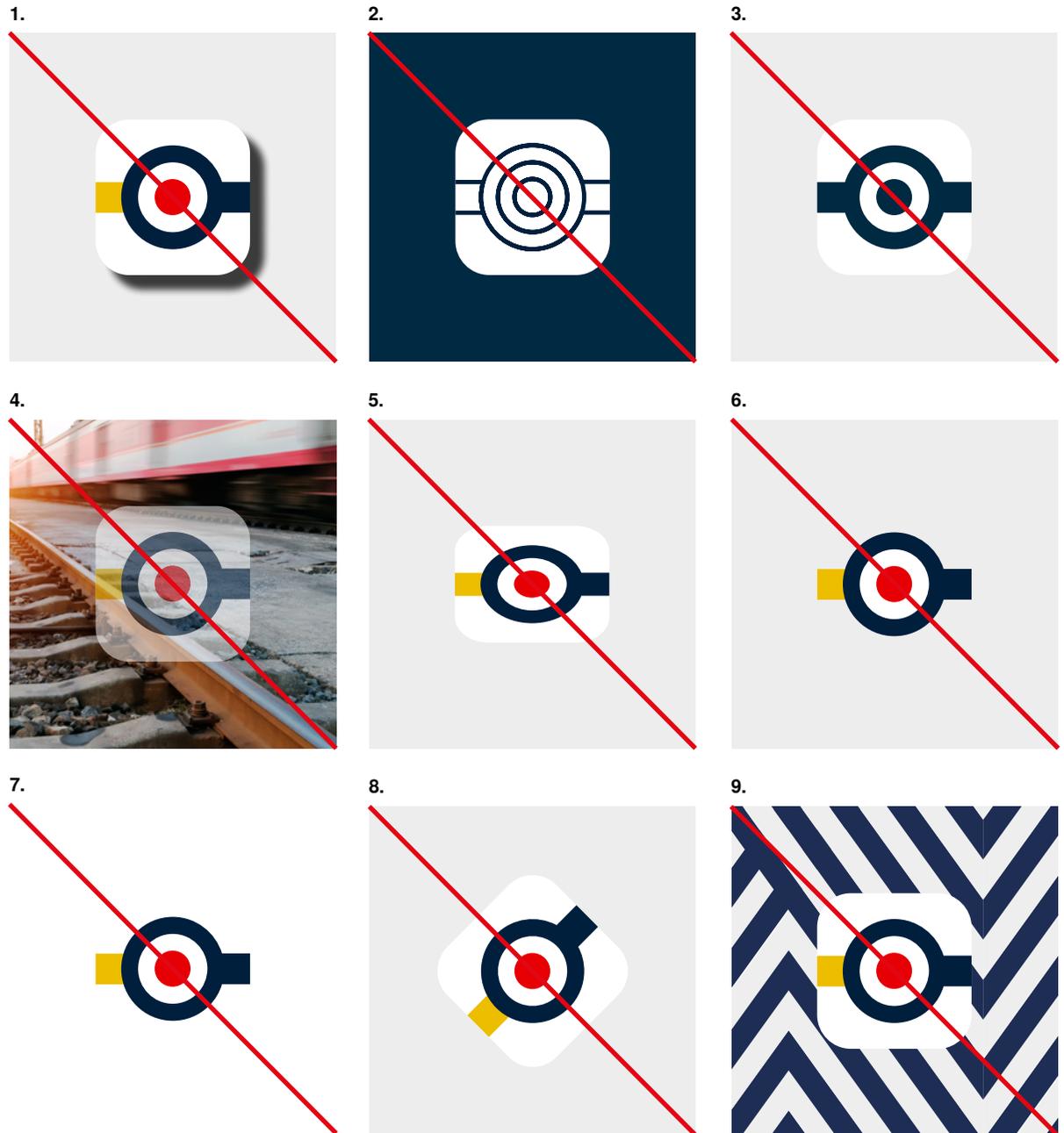
The colour of the line is the dark blue in the logo (RGB: 0,41,66). The thickness of the line is adjusted optically according to the size of the icon, so it appears as indicated in the example below.



## Incorrect use of logo

It is important to preserve the integrity of the Rejseplanen logo. Therefore no distracting elements or colours should be used when displaying the logo. On the right are various examples of how not to use the logo, as detailed below.

1. Do not use shadows when displaying the logo
2. The logo should not be displayed in outline
3. The logo may only be displayed in original colours
4. The logo must not be made transparent
5. The shape of the logo must not be distorted
6. The logo must not be displayed without its white box
7. The logo must not appear on a white background without a frame
8. The logo must not be rotated
9. The logo must only be displayed on a quiet background

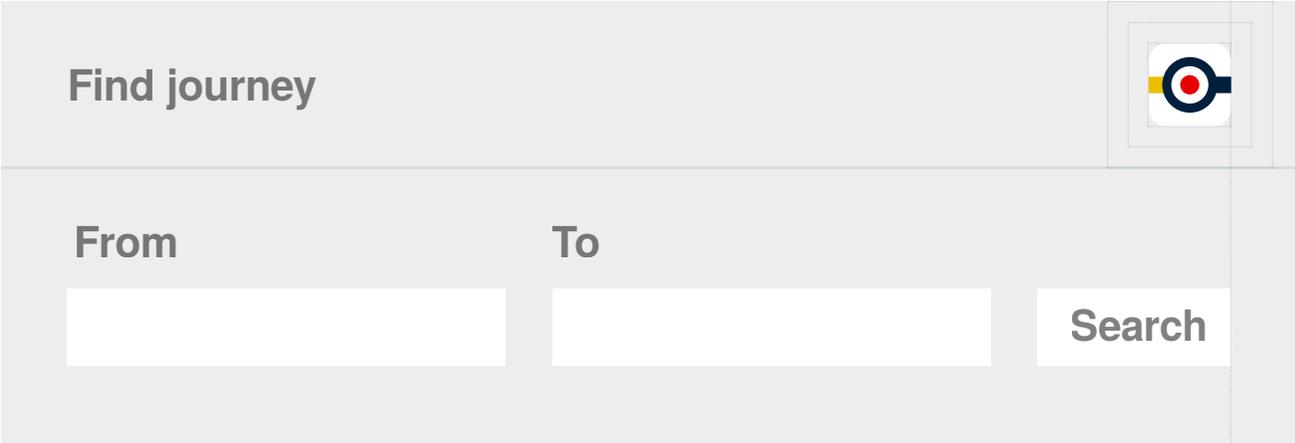


## Positioning of logo – search box

In search boxes, we recommend that the logo is used by itself. This means that the app logo is used and not Rejseplanen's own logo. We also recommend that only Rejseplanen's app logo is communicated in search boxes.

1. Ensure you keep a buffer area around the icon
2. Ensure that the logo has at least the minimum size
3. Make adjustments if necessary depending on other elements on the page

The logo is aligned with the edge of the search button.



Find journey

From To Search

## Module

The logo is used with the additional sentence "Data from Rejseplanen". This module is used for displaying search results and can be found in different versions.

**Data from  
Rejseplanen**



## Module variants

Depending on the space available on the website in question, the module that best fits is the one that is chosen.

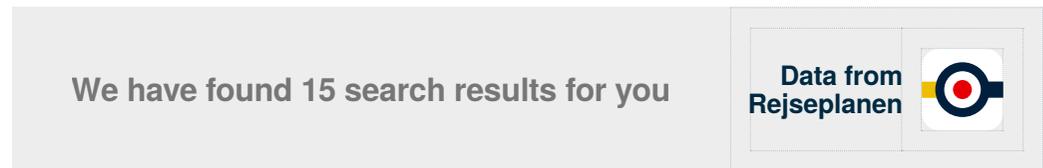
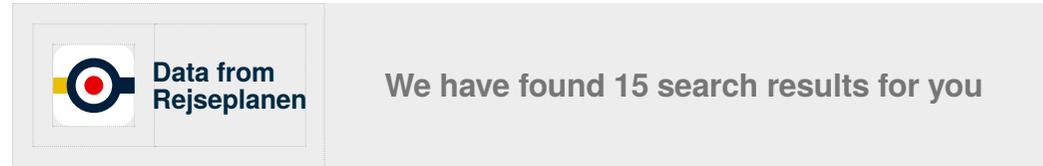
All variants are shown with a positive and negative version of the text.



## Positioning of module – results

In search results, the module is used with logo and text. Here are examples of logo positioning in different formats and sizes, where the free area is used as a guideline. The module must always be placed appropriately in relation to the layout of the website.

1. If the module is placed on the left, the logo must be to the left of it
2. If the module is placed on the right, the logo must be to the right of it
3. Alternative versions of the module can be used as needed
4. Ensure you keep a buffer area around the icon
5. Ensure that the logo has the minimum size
6. Adjust if necessary according to other items on the page



The logo is aligned with the lines



## Typography – Digital

The typography used is based on Rejseplanen's current digital typography in order to ensure consistency across websites.

# TeX Gyre Heros

regular **bold** *italic* ***bolditalic***

Rejseplanen was officially launched on 1st October 1997.

Rejseplanen A/S was founded on 1st January 2003. Rejseplanen delivers over 30 million web and app search results for journeys every month. There are over 1.2 million searches per day.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**

**abcdefghijklmnopqrstuvwxyzæøå**

**1234567890,@-?&!.**

## Typography – Print

When using Rejseplanen or MinRejseplan in print media, the following font is applicable.

# Source Sans Pro

regular **bold** *italic* ***bolditalic***

Search your travel based on your current position, and with the option to search from all addresses, stations, stops and attractions. Begin your search using the new drag & drop feature, which gives you an overview of your favourite destinations and latest travels. It makes easy to swipe from one address to the other and see your travel.

On the result page it is easy to see every travel. It is also easy to make a quick screening on the next departure, the cheapest ticket or how you arrive the fastest, and based on that choose your preferred destination.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**

**abcdefghijklmnopqrstuvwxyzæøå**

**1234567890,@-?&!.**

# Ownership

*Examples: DSB, NT, DOT*

## DSB – Search box

Menu Søg Log ind DSB

### Find rejse og pris i Danmark

FRA Station / stoppested / vej / by / lokalitet

TIL Station / stoppested / vej / by / lokalitet

Data fra Rejseplanen

| Trafikinformation   | Kundeservice og kontakt   | Billetter og services  | DSB Plus   |
|---|---|--|--|
| <p><b>Rejs behageligt med DSB Orange</b><br/>Tag toget til familibesøg eller nye oplevelser, fx København-Aarhus fra 99 kr. eller Odense-København fra 79 kr.</p> | <p><b>Én billet. Tre personer.</b></p> <p><b>Tag to børn med gratis</b><br/>Som betalende voksen kan du altid tage op til to børn gratis med på rejsen – også på DSB Orange</p> | <p><b>Hørt i toget</b><br/>Vi har sendt Blachman ud og se, men først og fremmest høre nogle historier fra virkeligheden.</p> | <p><b>Rejs sammen på DSB Familiebillet.</b></p> <p><b>499,-</b></p> <p><b>Tag på lørdagstur med børnene</b><br/>Op til 2 voksne og 4 børn under 16 år kan rejse alt, hvad I vil - hele lørdagen, i hele landet for 499 kr.</p> |
|   |   | <p><b>Sommerens festivaler</b><br/>Hvad er dit Festival?</p>   |  |

## DSB – Results

Menu  Log ind 

Onsdag 7. jun 2017 (1 voksen)  
Aarhus H → Aalborg St. Ret søgning

### Udrejse Data fra Rejseplanen

|                                    |  |                  |
|------------------------------------|--|------------------|
| <b>09:51 – 11:07</b><br>1:16 timer |  IC-Lyntog 25<br>0 skift      | Fra <b>197,-</b> |
| <b>10:21 – 11:51</b><br>1:30 timer |  InterCity-tog 125<br>0 skift | Fra <b>197,-</b> |
| <b>10:51 – 12:07</b><br>1:16 timer |  IC-Lyntog 29<br>0 skift      | Fra <b>197,-</b> |

[+Tilføj hjemrejse](#)

### Dine Billetter

Du har endnu ikke valgt nogen billetter.

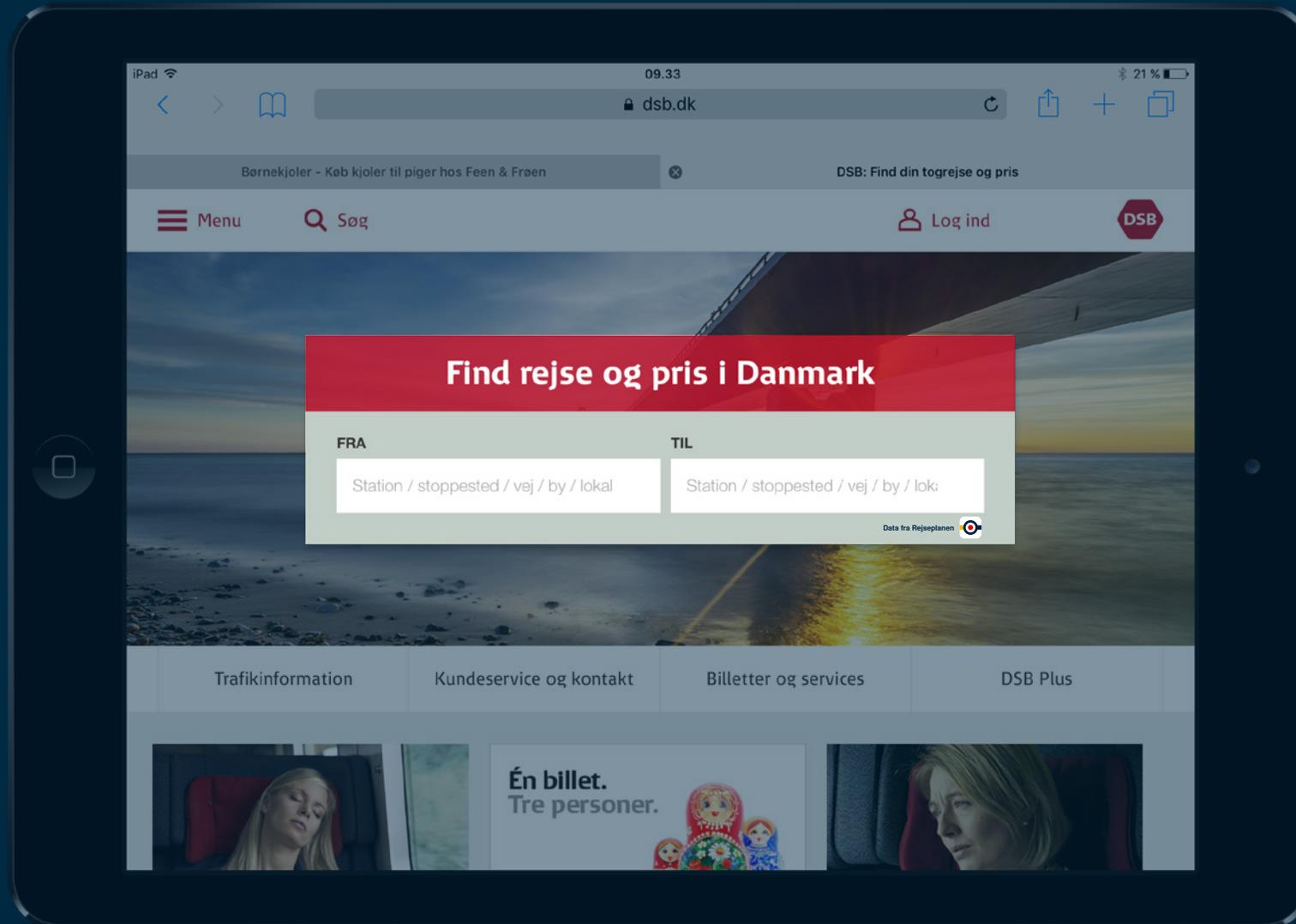
 **Find rejse og pris**  
**Trafikinformation**  
**Kundeservice og kontakt**

**Billetter og services**  
Rejsekort  
Pendler- og Periodekort  
Enkelt- og returbilletter

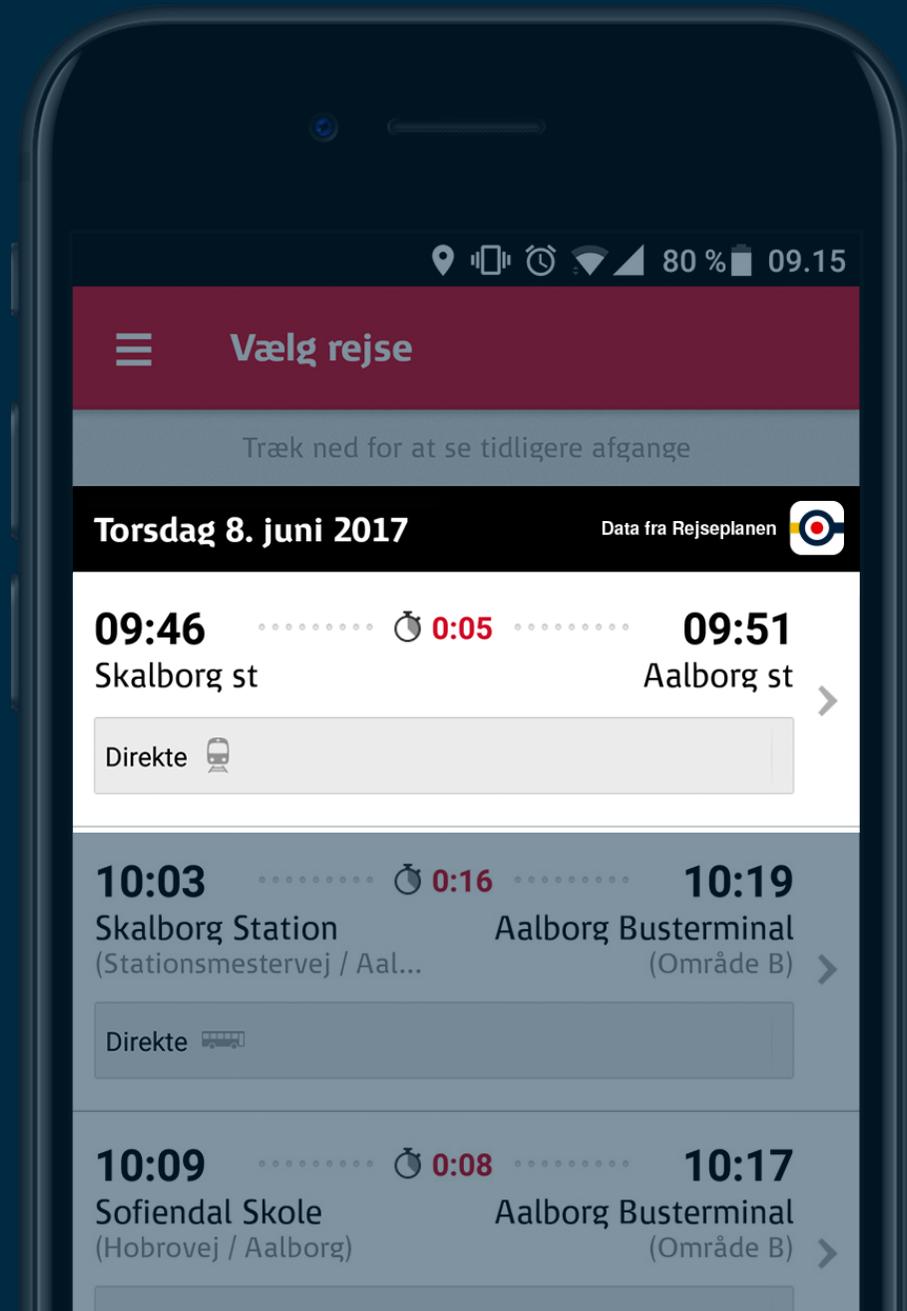
**Rejsende**  
Pendlere  
Voksne  
Børn

## DSB – Search box (tablet)



## DSB – Results (mobile)



# NT – Search box

NT OM NT / UDBUD & KONTRAKT / PRESSE / NT MATERIALER / NT INTRA / IN ENGLISH Indtast søgeord Log ind på mitNT

FORSIDE BUS & TOGTRAFIK FLEXTAFIK BILLETTER & PRISER TRAFIKINFO KUNDESERVICE

## REJSEPLANEN

Fra (Station/stoppested/vejnavn/by/lokalitet)

Til (Station/stoppested/vejnavn/by/lokalitet)

08-06-2017 12:58

Afgang  Ankomst

Find din rejse

## KØREPLANER

Søg på rute, by eller stednavn

Aalborg Nord Syd Vest Vis alle

## TRAFIKSERVICE

Søg på rute, by eller stednavn

|    |    |       |     |          |
|----|----|-------|-----|----------|
| 71 | 13 | 12    | S3  | Vis alle |
| 75 | 76 | 42/72 | 317 |          |

## NT INCLUSIVE

FA 20% RABAT PÅ EVENTHALLERNE OG PAINTBALL HOS FUNCENTER

## NYHEDER

- Sporarbejder i Vendsyssel 10/6 og 11/6
- NT har Danmarks bedste kundeservice
- Verdensmestre i mobilitet
- Bestil Plustur i Hjørring og Jammerbugt kommune

## Billetguiden

Din guide til den rigtige billet

## Samkørsel

Start din samkørsel her

# NT – Results



OM NT / UDBUD & KONTRAKT / PRESSE / NT MATERIALER / NT INTRA / IN ENGLISH

Log ind på mitNT

FORSIDE
BUS & TOGTRAFIK
FLEXTRAFIK
BILLETTER & PRISER
TRAFIKINFO
KUNDESERVICE



TRAFIKINFO

Trafikservice  
mitNT  
Oversigts- og terminalkort  
**Rejseplanen**  
Realtid - NT Live

## Rejseplanen

Data fra Rejseplanen

Fra Aalborg St.

Til København H

08-06-2017
📅
13:06
🕒

Afgang
 Ankomst

|      | KL.:  | Transportform: |                          |
|------|-------|----------------|--------------------------|
| Afg. | 13:47 | ICL 50         | <a href="#">Prisinfo</a> |
| Ank. | 18:05 |                |                          |
| Afg. | 14:03 | IC 152         | <a href="#">Prisinfo</a> |

## DOT – Search box

The screenshot displays the DOT website interface. At the top left is the DOT logo with the tagline "Din Offentlige Transport". To the right are links for "Erhverv" and "For Tourists". A navigation menu includes "Trafikinformation", "Hjælp til billetter", "Kundeservice", and "Køb billet". A search bar contains the text "Søg" and a magnifying glass icon.

The main search area is a purple box with two tabs: "Find rejse" (selected) and "Næste afgang". Below the tabs are input fields for "Fra" and "Til", a dropdown menu set to "Med det samme", a "Find" button with a magnifying glass, and a circular icon with a red dot.

Below the search box is a section for "Trafikinformation fra" with a dropdown menu set to "Hovedstadsområdet".

Four traffic information panels are visible:

- Bus:** "Længere rejsetid" (Longer travel time). Text: "Der er i øjeblikket længere rejsetid på linje 2A. Det skyldes tæt trafik." (There is currently a longer travel time on line 2A due to heavy traffic). "Movia" (Other buses are running according to the plan).
- Metro:** "Metroen kører efter planen" (The metro is running according to the plan).
- S-Tog:** A list of status items:
  - A Forlænget rejsetid (Extended travel time)
  - B Til tiden (On time)
  - Bx **Kører ikke** (Not running)
  - C Til tiden (On time)
  - E Til tiden (On time)
  - F Sporarbejde (Track work)
  - I Til tiden (On time)
- Tog:** "DSB Trafikinformation i Danmark" (DSB Traffic information in Denmark). "Samlet trafikinformation Elevator/rulletrapper" (Summary traffic information Elevator/ramp). "Følgende elevatorer er ude af drift." (The following elevators are out of service). "Birkerød spor 1: Ude af drift indtil videre." (Birkerød track 1: Out of service until further notice). "Sydhavn: Ude af drift indtil videre." (Sønderhavn: Out of service until further notice).

At the bottom, there are three promotional tiles: "Køb billet" (Buy ticket), "Kommende ændringer" (Upcoming changes), and a tile showing hands holding a green and blue ticket.

# DOT – Results


Erhverv For Tourists

Trafikinformation ▾
Hjælp til billetter ▾
Kundeservice ▾
Køb billet ▾

Søg

Find rejse
Næste afgang

aalborg

københavn

Med det samme ▾

Find

Data fra Rejseplanen ✕

|   | Vis tidligere rejser | Samlet tid | Skift |
|---|----------------------|------------|-------|
| + | 13:47 → 18:05        | 4:18       | 0     |
| + | 14:03 → 18:57        | 4:54       | 0     |

[Vis senere rejser](#)

Trafikinformation fra Hovedstadsområdet ▾

**Bus**

**Længere rejsetid**

Der er i øjeblikket længere rejsetid på linje 2A, 5c og 8A. Det skyldes tæt trafik.

Linje 37 kører en anden rute ved Nørre Teglsgade

**Metro**

Metroen kører efter planen

**S-Tog**

- A Forlænget rejsetid
- B Til tiden
- Bx Kører ikke
- C Til tiden
- E Til tiden
- F Sporarbejde
- H Til tiden

**Tog**

**DSB**  
Trafikinformation i Danmark

**Samlet trafikinformation**

**Elevator/rulletrapper**

Følgende elevatorer er ude af drift:  
Birkedal spor 1: Ude af drift indtil videre.  
Sydhavn: Ude af drift indtil videre.

# Partner communication

When mentioning and referring to Rejseplanen

## Partner communication when using Rejseplanen Reference

Both the app logo with call-to-action and Rejseplanen's original logo are used when any mention is made of Rejseplanen and any reference is made to the download in any communication by partners.



**Download Rejseplanen**  
at Google Play and App Store

## Partner communication Hierarchy

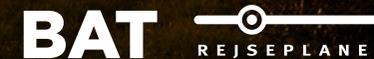
Clear heading

# Find din rejse og køb den direkte på mobilen



Hent Rejseplanen på  
GooglePlay eller AppStore

**Reference to app:**  
The app logo should  
always appear with any  
reference to the download.



**Partner logos:**  
The sender (primary logo) must  
either be to the side or above the  
Rejseplanen logo - depending on  
the media and format.

## Partner communication Example



Find din rejse  
og køb den  
direkte på  
mobilen

 Hent Rejseplanens App på  
GooglePlay eller AppStore

**BAT**  REJSEPLANEN



## Partner communication Example

Find din rejse og køb  
den direkte på mobilen



Hent Rejseplanen på  
GooglePlay eller AppStore



**BAT**  REJSEPLANEN

## Partner communication Example



## Partner communication Example



Find din rejse. **Køb på mobilen.**  
Hent Rejseplanen på GooglePlay eller AppStore

**BAT** REJSEPLANEN

**MAN**

*Lion's City*

# Partner communication

When mentioning and referring to MinRejseplan

## Partner communication when using MinRejseplan

When mentioning MinRejseplan and referring to download of MinRejseplan App, both App-logo with call-to-action and MinRejseplan logo are used.



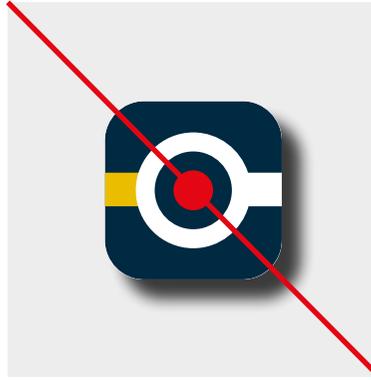
**Download MinRejseplan**  
at Google Play and App Store

## Wrong use of logo

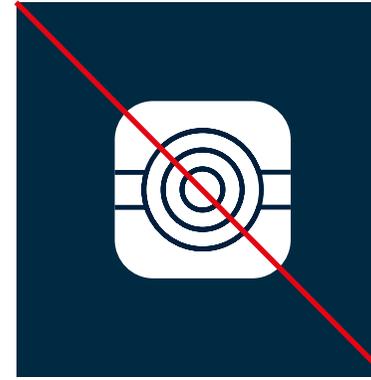
As with the logo of Rejseplanen, it is important to preserve the logo identity of MinRejseplan. It is prohibited to use disturbing elements or colours in connection with rendition of the logo. To the right you see examples of wrong use of logo. They are explained in detail below.

1. Shadows may not be used when rendering the logo
2. The logo must not be framed by contours
3. The logo must only be rendered in original colours
4. The logo must not be transparent
5. The logo must not be distorted
6. The logo must not be cut out
7. The logo must not be used on a white background without a frame
8. The logo must not be rotated
9. The logo must only be displayed on monochrome backgrounds
10. The clear space for the logo follows the rules from Rejseplan logo. See further, page 8
11. The minimum logo size follows the rules from Rejseplan logo. See further, page 8.

1.



2.



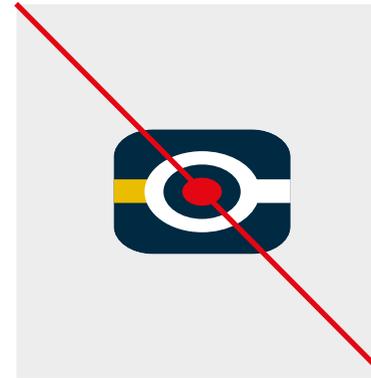
3.



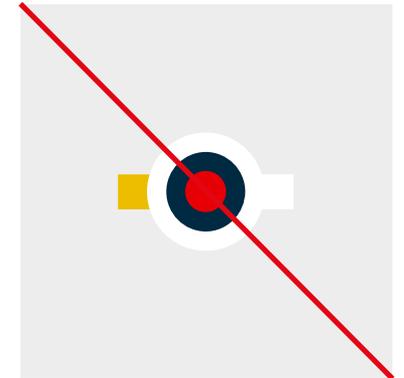
4.



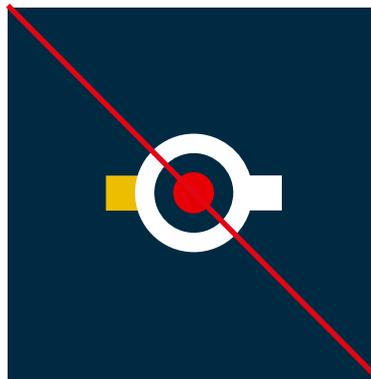
5.



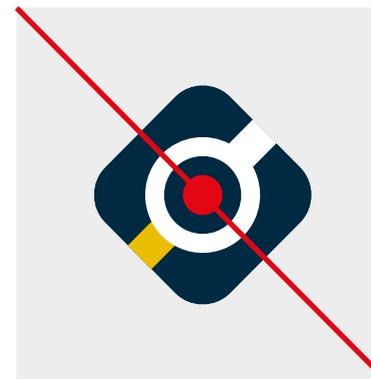
6.



7.



8.



9.



## Partner communication when using MinRejseplan Hierarchy

**Referring to the App:**  
The logo for the app must always be placed next to a reference to download.

Clear headline



**Partnership logos:**  
Sender (primary logo) must always be placed above or next to the logo of Rejseplanen - depending on the media and format.

## Partner communication when using MinRejseplan

Example

**MinRejseplan**  
Ny App giver nordjyderne endnu flere muligheder

Hent MinRejseplan App på GooglePlay eller AppStore

Bus, GoMore, Tog, FlexTur, Taxa, PlusTur, Gåtur, Cykel

REJSEPLANEN

This graphic features a light blue background with a dark blue outline of the North Denmark region. The outline is divided into sections labeled with transport modes: Bus, GoMore, Tog, FlexTur, Taxa, PlusTur, Gåtur, and Cykel. A hand holding a smartphone is shown at the bottom left, with the phone screen displaying the MinRejseplan app logo. The app logo is a white circle with a red dot in the center, positioned over a yellow horizontal line. At the bottom right, the text 'REJSEPLANEN' is written in a bold, sans-serif font, with a small version of the app logo above it.

**MinRejseplan**  
Ny App giver nordjyderne endnu flere muligheder

Hent MinRejseplan App på GooglePlay eller AppStore

Bus, GoMore, Tog, FlexTur, Taxa, PlusTur, Gåtur, Cykel

NT din verden rundt

REJSEPLANEN

This graphic is identical to the one on the left, but includes an additional logo in the bottom right corner. The logo consists of the letters 'NT' in a white, bold, sans-serif font inside a black circle, followed by the text 'din verden rundt' in a smaller, black, sans-serif font. Below this, the text 'REJSEPLANEN' is written in a bold, sans-serif font, with a small version of the app logo above it.

## Partner communication when using MinRejseplan

Example

# MinRejseplan

Bus  
PlusTur  
GoMore  
Taxa  
Cykel  
Tog  
Gåtur

Hent MinRejseplan  
på GooglePlay eller AppStore

REJSEPLANEN **NT** din verden rundt

# Partners

*Example: Google Maps*

# Google Maps

← fra Hjørttingvej, 2720 Vanløse  
til Københavns Lufthavn, 2770 Kastrup

**Data fra Rejseplanen**

**15.01 - 15.43 (42 min)**

15.17 fra Vanløse St. (Metro)

17 min hvert 4. minut

---

**TIDSPPLAN**

15.01 ○ Hjørttingvej  
2720 Vanløse

🚶 Gå  
✓ Ca. 16 min, 1,2 km

15.17 ○ Vanløse St. (Metro)

🚇 M2 Lufthavnen st.  
✓ 25 min (15 stop)

15.42 ○ Lufthavnen

🚶 Gå  
✓ Ca. 1 min, 100 m

15.43 ○ Københavns Lufthavn  
2770 Kastrup

**Billetter og information**  
[Metroselskabet - 70 15 16 15](#)

Disse anvisninger er kun til planlægning. Du kan opleve, at anlægsarbejde, trafik, vejr eller andre forhold kan føre til, at forholdene er anderledes end på kortet, og du kan være nødt til at ændre din rute. Du skal følge alle skilte vedrørende din rute.

The map shows a route starting at Hjørttingvej (Vanløse St.) and ending at Københavns Lufthavn. The route is highlighted in blue. Key locations along the route include Vanløse St. (Metro), Lufthavnen, and Københavns Lufthavn. The map also shows various landmarks and streets in the Copenhagen area.

Estimated travel times for different segments:

- From Hjørttingvej to Vanløse St. (Metro): 16 min (walking)
- From Vanløse St. (Metro) to Lufthavnen: 25 min (Metro M2)
- From Lufthavnen to Københavns Lufthavn: 1 min (walking)

Overall travel time: 42 min.



If you want to know more, or if you have questions about the LogoGuide,  
feel free to contact us at [data@rejseplanen.dk](mailto:data@rejseplanen.dk)