REJSEPLANEN

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.**

Contents

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**

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

REJSEPLANEN

Greyscale

REJSEPLANEN

White

REJSEPLANEN

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

1.

REJSEPLANEN

2.

REJSEPLANEN

3.
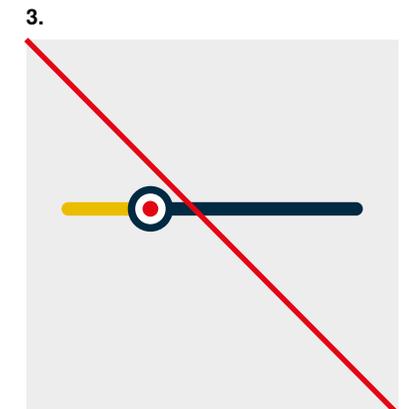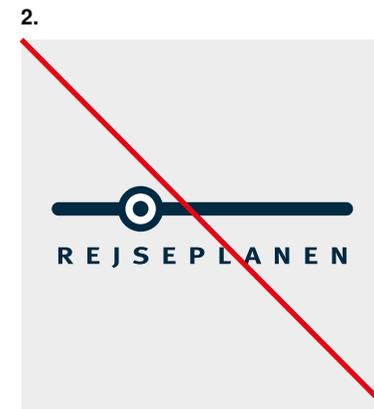
Original logo versus app logo

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 free area

Free area for exceptions

Minimum size

25 px
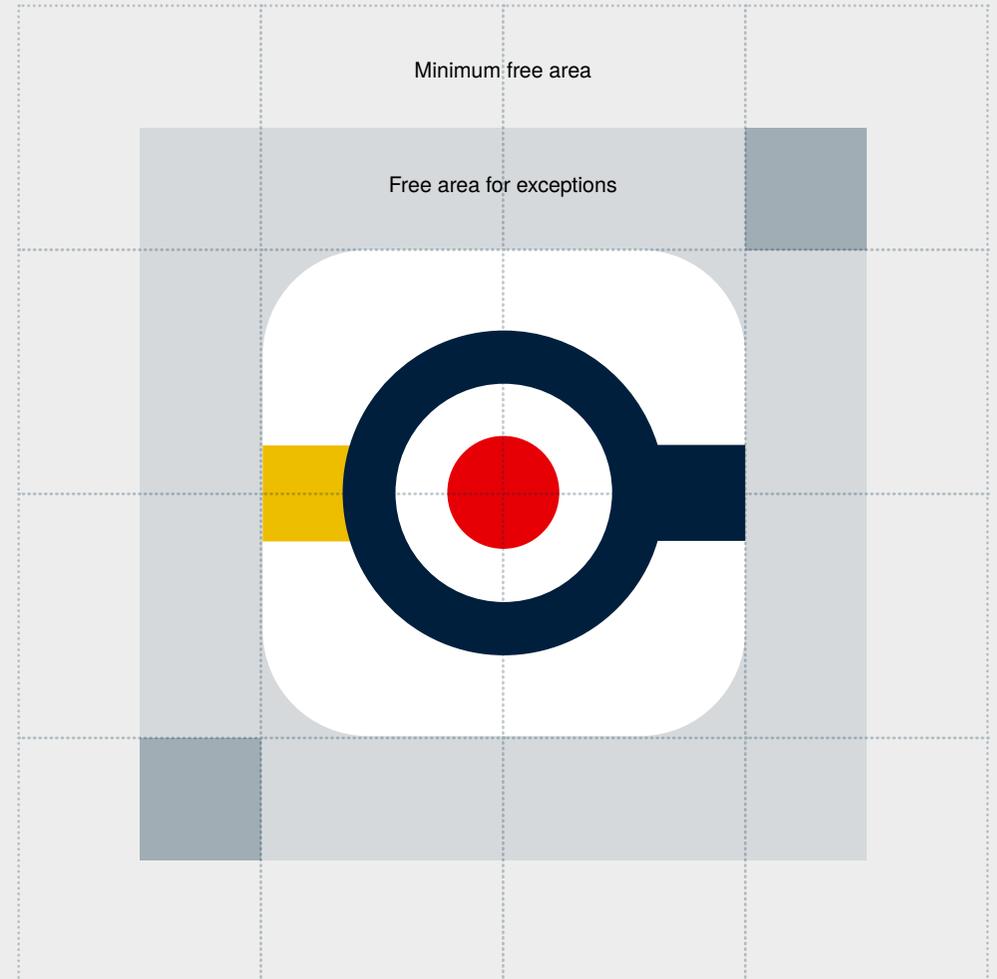
Positioning of logo

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.
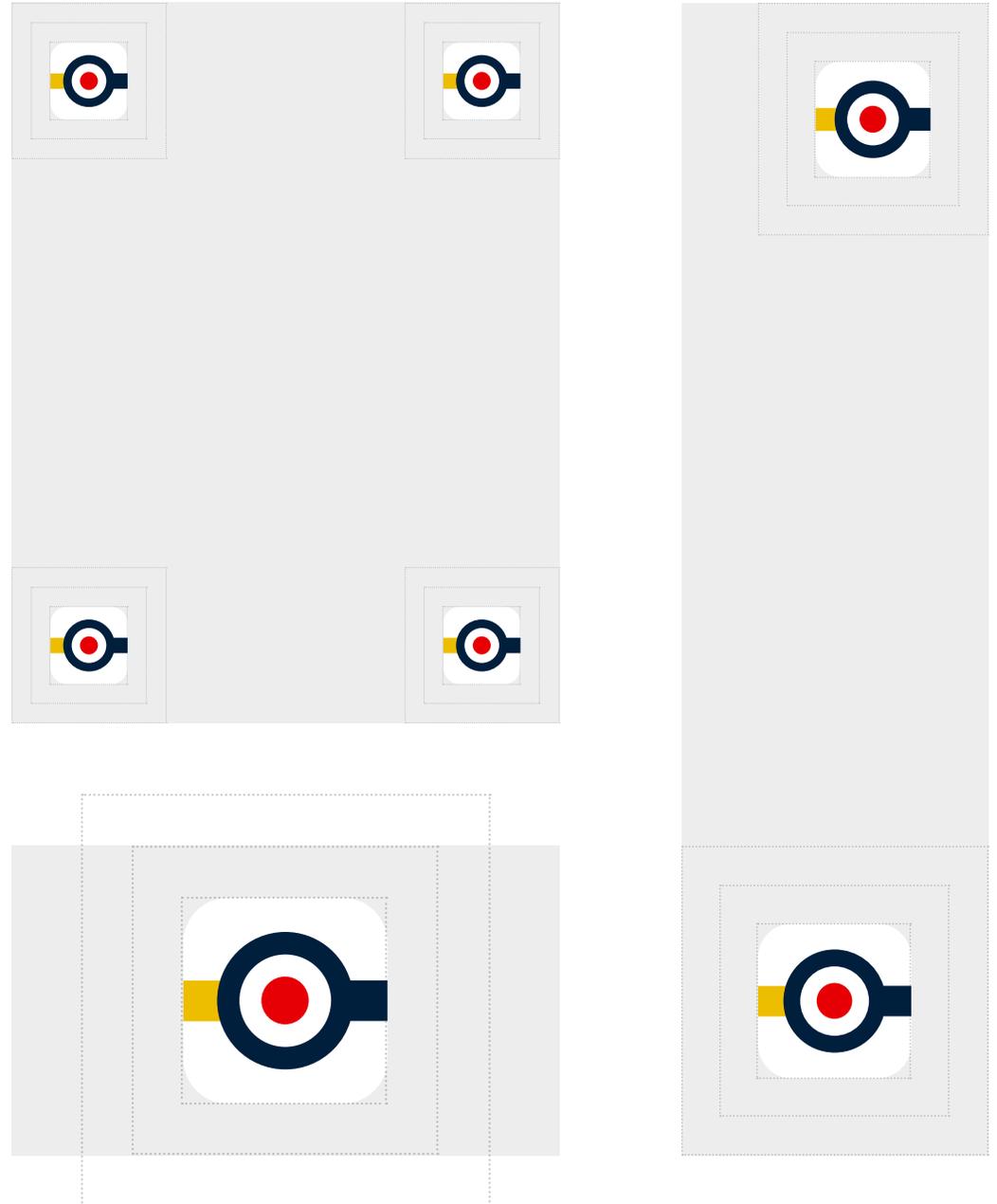
Incorrect use of logo

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

1.

2.

3.

4.

5.

6.

7.

8.

9.
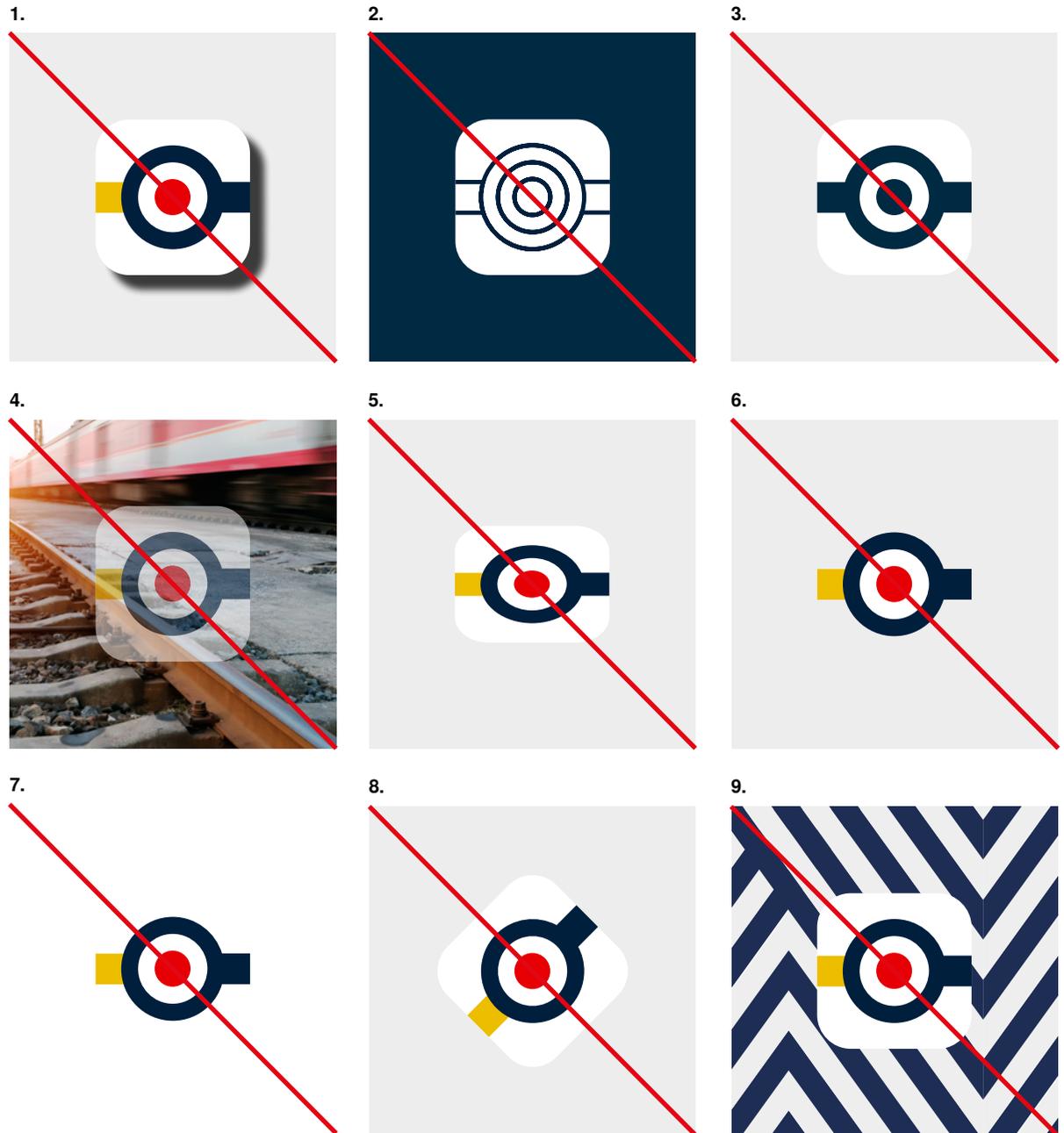
Positioning of logo
– search box

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.
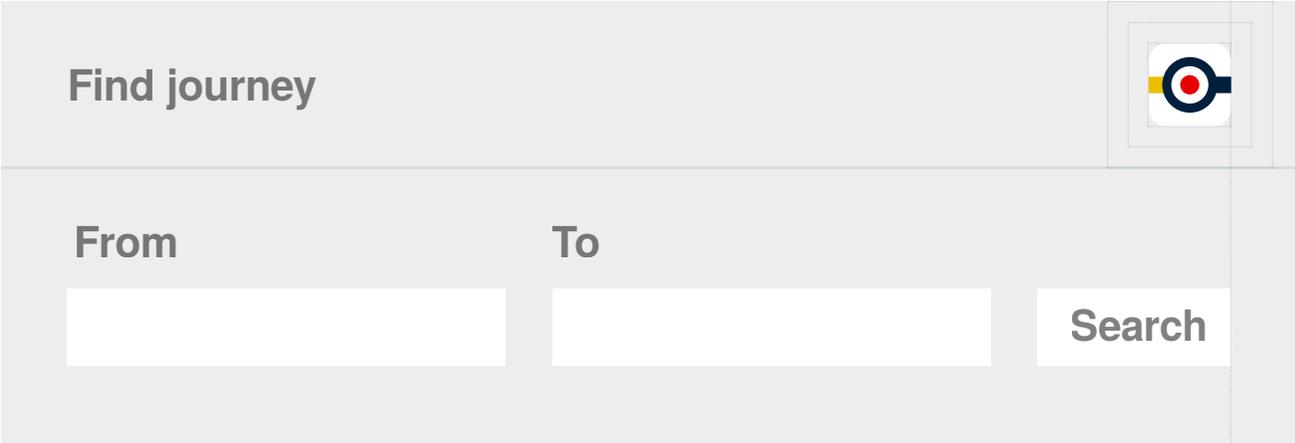
Find journey

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.

Minimum size

Data from Rejseplanen 25 px

 Data from Rejseplanen

 Data from Rejseplanen

Data from Rejseplanen

Data from Rejseplanen

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

Data from Rejseplanen

We have found 15 search results for you

We have found 15 search results for you

Data from Rejseplanen

The logo is aligned with the lines

Results   **Data from Rejseplanen**

08.00-12.00   **From Copenhagen to Aalborg ...**

08.00-12.00   **From Copenhagen to Aalborg ...**
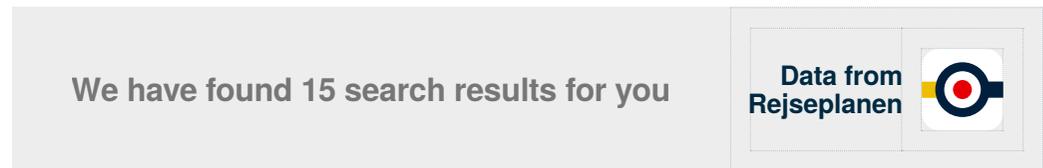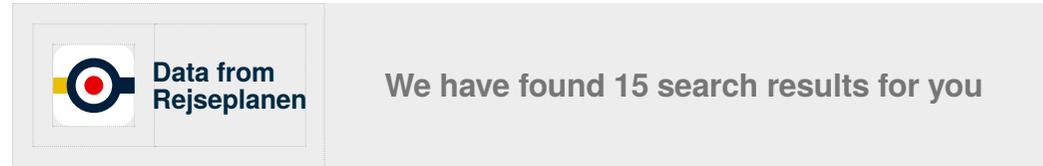
Typography – Digital

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

DSB – Results

DSB – Search box (tablet)

DSB – Results (mobile)

NT – Search box

NT – Results

DOT – Search box

DOT – Results

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

BAT REJSEPLANEN

Reference to app:
The app logo should
always appear with any
reference to the download.
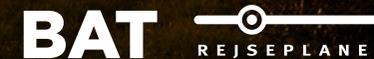
Partner logos:
The sender (primary logo) must
either be to the side or above the
Rejseplanen logo - depending on
the media and format.

Partner communication
Example

Partner communication
Example

Partner communication
Example

Partner communication
Example

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.
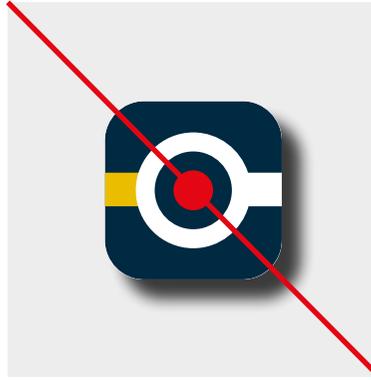
2.
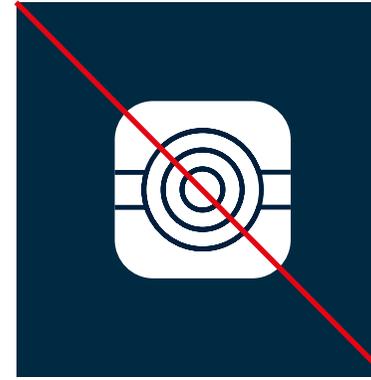
3.

4.

5.
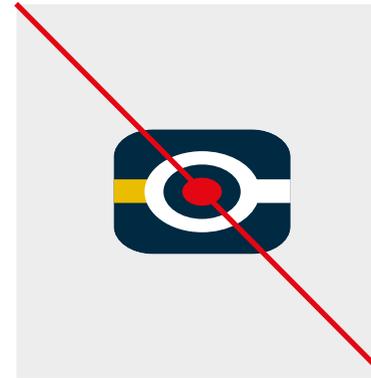
6.
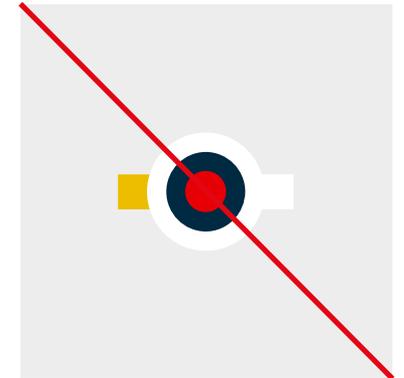
7.
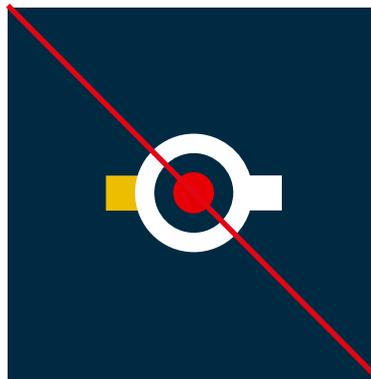
8.
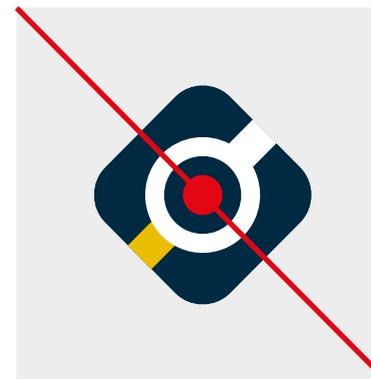
9.

Partner communication
when using MinRejseplan
Hierarchy

Clear headline

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

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

Partner communication
when using MinRejseplan
Example

Partners

Example: Google Maps

Google Maps

REJSEPLANEN

If you want to know more, or if you have questions about the LogoGuide, feel free to contact us at **data@rejseplanen.dk**