



TUI Care Foundation Style Guide

April 2023

About the TUI Care Foundation's Corporate Design

As an independent foundation, the TUI Care Foundation displays its own distinct branding. To reflect its relationship with TUI, this also uses elements of the TUI branding.

The TUI Care Foundation's Key Organisational Facts

Tourism-focused:

The TUI Care Foundation's activities build on the potential of tourism as global force for good

Charitable:

Registered charitable Foundation with positive international impact

Independent:

Governance and statutes guarantee independence from the business

Operational:

Foundation initiates strategically aligned projects with its partners and implements selected project on its own

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates partnerships and projects which create new opportunities and contribute to thriving communities all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; promotes the protection of the natural environment in holiday destinations; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation works globally and acts locally – it builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent TUI Care Foundation was initiated by TUI, the world's leading tourism business, and is based in the Netherlands.

The TUI Care Foundation Mission

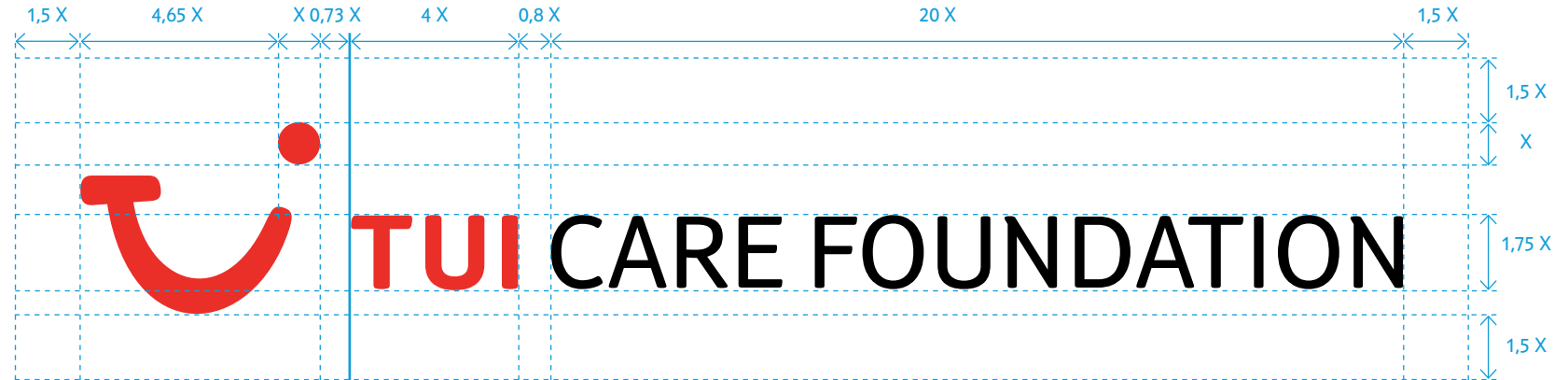
Building on the positive impact of tourism, the TUI Care Foundation leads the way in protecting the natural environment and empowering lives in travel destinations.

Standard Version

The TUI Care Foundation logo consists of the TUI Smile and the TUI wordmark with Care Foundation added on.

Basic Rules

- TUI-Red/Black is used for the logo, unless typographical factors or legibility speak in favour of using a pure black version.
- The logo must not be changed.
- Other elements must not be placed in the protected space.



The protected space around the TUI Care Foundation logo is 1,5 X. Other elements may not be placed within this space.

Minimum Dimensions

Print



30 mm

Digital



100 px

Placement

The TUI Care Foundation logo stands on a white background or overlays on white layers respectively.

It is placed on the left or the right in the layout while maintaining the protected space.

Basic Rules

- To distinguish itself from TUI, the TUI Care Foundation logo stands explicitly on a white background.
- The logo acts as a signature at the bottom left or right.



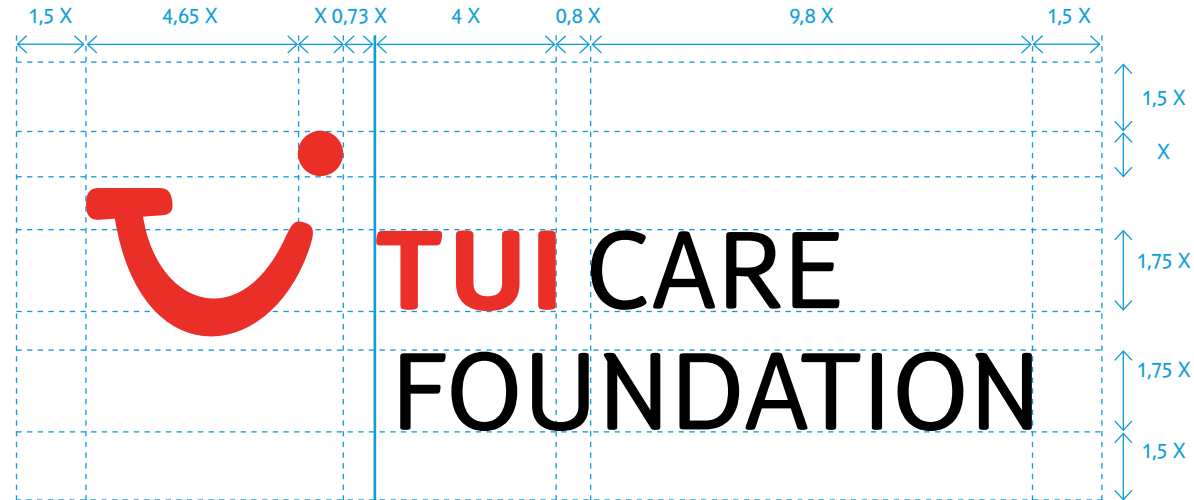
Stacked logo version

Stacked logo version is to be used in special occasions, when the regular version does not fit. E.g. in small square applications like facebook profile, in narrow banners, in co-branding with partners which use stacked logos. The stacked logo can also be used to improve awareness for the TUI Care Foundation in communication material with restricted space.

The protected space around the TUI Care Foundation logo is 1.5 X. Other elements may not be placed within this space.

Basic Rules

- TUI-Red/Black is used for the logo, unless typographical factors or legibility speak in favour of using a pure black version.
- The logo must not be changed.
- Other elements must not be placed in the protected space.



The protected space around the TUI Care Foundation logo is 1.5 X. Other elements may not be placed within this space.

Minimum Dimensions

Print



Digital



Appearance with partner organisations

There are two use cases for presenting projects with partners:

1. The TUI Care Foundation is the main partner and other partners are operational or supporting partners.

In this case, the partner logos are displayed with a lower height or smaller optical size, so that the capacity of the TUI Care Foundation as the main partner of the project becomes apparent. The TUI Care Foundation logo is to be placed on the left side. In the case of several partners, the partner logos can be used in black and white when appropriate, with a view to a coherent design.

All communication materials of the project are to be presented in accordance with the TUI Care Foundation Style Guide, in particular with reference to the colours and design elements to be used.

The relationship between the TUI Care Foundation and partners is made clear by adding the line „In partnership with“ 2.2X above the logos.



Appearance with partner organisations

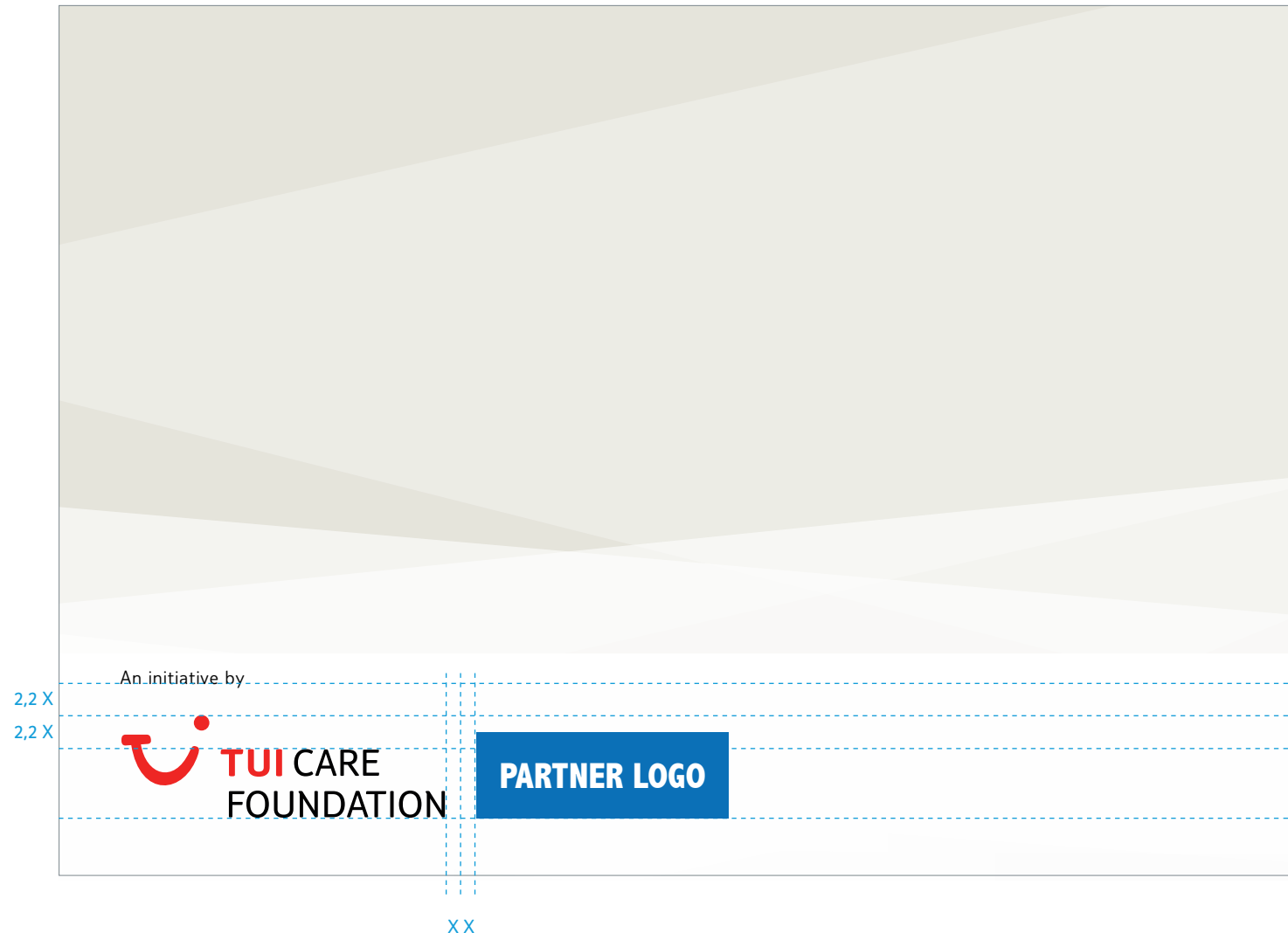
2. The TUI Care Foundation and partners are both equally contributing to a joint project on equal terms.

In this case, the partner is presented in a space comparable to the TUI Care Foundation – the logo has the same height or the same visual size as the TUI Care Foundation logo and can be used in its respective corporate colour. The TUI Care Foundation logo is to be placed on the left side.

Individual solutions are to be found in the design that take up elements of the TUI Care Foundation Style Guide wherever possible.

There are special style guides for the partnership with UNICEF, which must always be strictly observed.

The relationship between the TUI Care Foundation and partners on equal terms is made clear by adding the line „An initiative by“ 2.2X above the TUI Care Foundation logo.



Don'ts

The following basic rules must not be ignored: firstly, in order to achieve a high level of identity and focus, and secondly, so that the TUI Care Foundation stands out more strongly from TUI.

Basic Rule

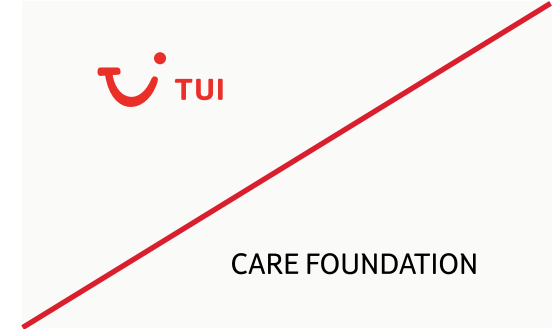
- The logo must not be changed.



Do not use on other background colours than TUI White



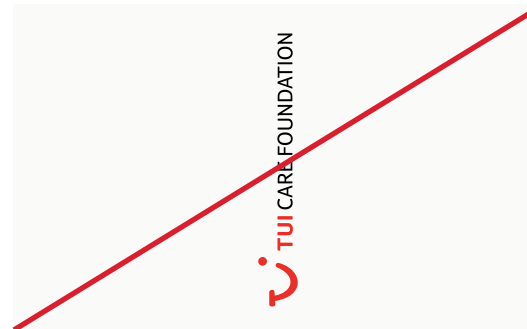
Do not change the colour



Do not separate



Do not distort



Do not rotate

White Version

On homogeneous colour surfaces, the TUI Care Foundation logo may be used in the white version.

Basic Rules

- Contrast and legibility must always be ensured.

Enabling Education Initiative



TUI ACADEMY

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Empowering Communities Initiative



TUI FUTURESAPERS
PROGRAMME

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Primary Colours

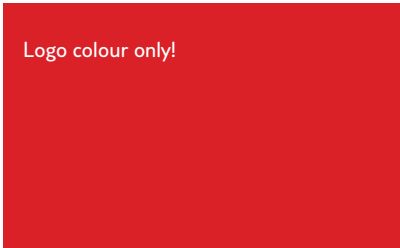
In order to enhance the recognition of the brand affiliation, the TUI Care Foundation also uses the clear colour scheme of TUI. **TUI Red** is used exclusively for the TUI Smile and the TUI wordmark.

New TUI Beige is used for layers and also serves as a background colour. However, it must not be used as a ground for the logo; this is reserved explicitly for TUI White. **TUI White** brings freshness and clarity to the layout and may also be used for transparent layers.

TUI Deep Blue may be used for text, icons, design elements, etc.

- Basic Rules**

 - TUI Red may only be used for the logo.
 - New TUI Beige is used for layers and backgrounds.
 - The use of TUI Deep Blue is more reduced with the TUI Care Foundation than with TUI.
 - TUI White serves as the ground of the TUI Foundation logo.



TUI Red	
CMYK	10 100 100 0
RGB	212 14 20
PMS	485
RAL Design	040 40 67
HEX	#D40E14

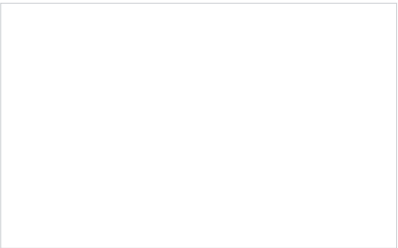


TUI Deep Blue	
CMYK	100 81 0 51
RGB	27 17 92
PMS	2757
RAL Design	–
HEX	#1B115C

Achromatic Colours



New TUI Beige	
CMYK	20 15 25 0
RGB	215 210 195
PMS	7534
RAL Design	085 80 10
HEX	#d7d2c3



TUI White	
CMYK	0 0 0 0
RGB	255 255 255
PMS	–
RAL Design	9003
HEX	#ffffff

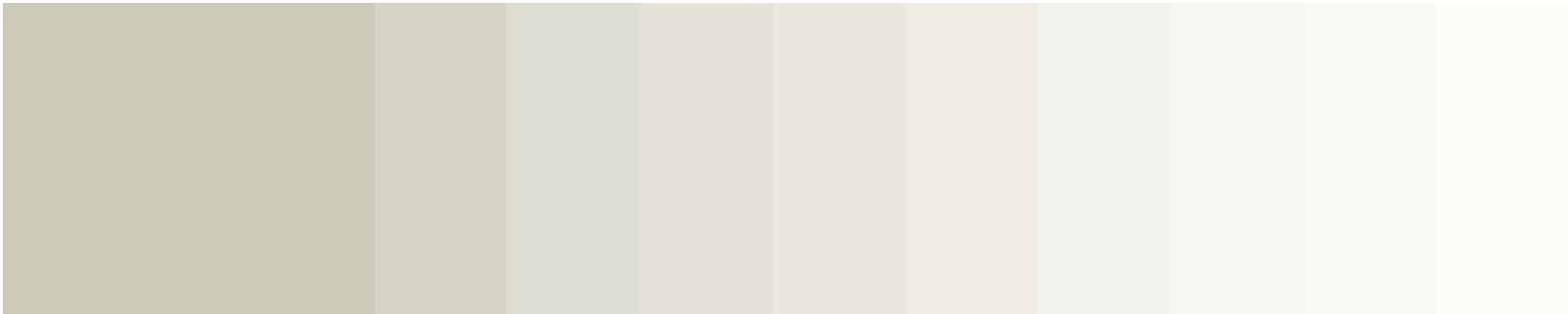


TUI Black	
CMYK	0 0 0 100
RGB	26 23 27
PMS	–
RAL Design	–
HEX	#000000

Primary Colours

New TUI Beige is used in various gradations.

Basic Rules
- The contrast in gradations should be clearly visible to each other, especially when using office printing.



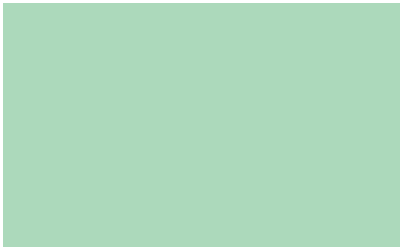
New TUI Beige		80%	60%	50%	40%	30%	20%	15%	10%	5%
CMYK	20 15 25 0	16 12 20 0	12 9 15 0	10 8 13 0	8 6 10 0	6 5 8 0	4 3 5 0	3 2 4 0	2 2 3 0	1 1 2 0
RGB	215 210 195	223 219 207	231 228 219	235 232 225	239 236 231	243 241 236	247 245 240	249 247 243	251 249 246	252 252 250
PNT	7534	-	-	-	-	-	-	-	-	-
RAL Design	085 80 10	-	-	-	-	-	-	-	-	-
HEX	#d7d2c3	#dfdbcf	#e7e3db	#ebe8e1	#efece7	#f3f1ec	#f7f5f0	#ff9f7f3	fbf9f6	#fcfcfa

Accent Colours

Sustainability Light and Alert Bright may be used as an accent colour in functional applications (such as graphics, buttons, eyecatchers, etc.) or elements that are highlighted. The colours may neither be used for background colours nor for layers.

Basic Rules

- The eye-catchers are always in Alert Bright.
- When using the accent colours, make sure that there are clear contrasts between the elements and that the text is easy to read.
- Alert Bright must not be used on blue background.



Sustainability Light
CMYK 33|0|33|0
RGB 197|228|205
PMS 2253
RAL Design –
HEX #C5E4CD



Alert Bright
CMYK 0|10|80|0
RGB 243|203|71
PMS 129
RAL Design –
HEX #F3CB47

Initiative Colours

Each of the four initiatives of the TUI Care Foundation is colour-coded to identify an initiative and its associated programs. The initiative colours are used if one or more initiatives are presented. They then replace the accent colour Sustainability Light and take over its functions.

Basic Rules

- Initiative colours are used for accents.
- They are used in a balanced way to highlight graphic elements.
- Initiative colours may neither be used for background colours nor for layers. They can be used for larger eye-catchers
- Alert Bright is still used for eyecatchers.

Enabling Education Initiative



Kind Green

CMYK 25|0|71|18
 RGB 181|190|90
 PMS 383
 RAL Design –
 HEX #B5BE5A

Empowering Communities Initiative



Alert Deep

CMYK 0|50|97|0
 RGB 243|147|0
 PMS 7564
 RAL Design –
 HEX #F39300

Lively Landscapes Initiative



Sustainability Bright

CMYK 80|0|72|0
 RGB 48|182|117
 PMS 2414
 RAL Design –
 HEX #30B675

Marine Conservation Initiative



Marine Blue

CMYK 99|76|0|0
 RGB 0|73|151
 PMS 2728
 RAL Design –
 HEX #004997

Primary Typeface

Our primary brand typeface is Ambit and is an expression of our brand personality. The typeface incorporates characterful curves and forms that are inspired by TUI's signature smile.

Ambit delivers a variety of weights. We use Regular, Semi Bold and Bold as well as Italics for our communications. The variety of weights makes it fit for purpose and future-proof. This variety will also allow to create consistent type hierarchy in print and digital touchpoints.

Basic Rules

- Ambit is to be used for primary headlines, impact headlines, subheading and small impact.
- Italics may only be used for quotations, communicative elements and bilingual texts.
- For primary headlines, impact headlines and subheadings, use the colours TUI Deep Blue or TUI White. Small impact can also be set in TUI Black.

Ambit Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Ambit SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Ambit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Ambit Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Ambit SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Ambit Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Support Typeface

Our supporting typeface is TUI Type Light. We use this for our logo type and body copy to support our primary typeface Ambit.

Basic Rules

- TUI Type Light is only used for body copy or large areas of text.
- Possible colours are TUI Deep Blue, TUI Black and TUI White.

TUIType Light Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

TUIType Light Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

TUIType Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

TUIType Light Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Support Typeface

When systems can't support our brand typefaces we have two fallback options.

Option 1:

Roboto

Option 2:

Arial

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 ?!#+%&

Font Colours

If the background is too dark, headlines and text are set in TUI White.

Basic Rules

- Headlines in TUI Deep Blue.
- Running text in TUI Black or TUI Deep Blue.
- Good legibility is a must.

FROM ASHES TO WINE

Velenda voluptatur mo tet ommo officae do-
lupta solentias dolora de suntia poresto taspe-
rum estrum es maxim ium quam facid mi, tem
que dellaccum quasit eum laboren tiornatur
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officaecus ne dionsequatem.

FROM ASHES TO WINE

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FROM ASHES TO WINE

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officaecus ne dionsequatem.

TUI Layer – Footer

Colour areas

The TUI Layer Footers are an essential design element for the corporate identity, rounding off the layout.

This helps to present the layout as a standalone aspect of TUI that is quickly recognisable and that fits into the TUI visual language through its colour scheme.

They are used both on white backgrounds and photos. Five Illustrator graphics are available for this purpose. They are positioned in the lower quarter of the format. The examples above are extracts.

On images, the transition from white can be supplemented by three gradations of TUI Beige. For this, three overlapping areas are multiplied by an opacity of 60% (see figure on the right). These should have a slight slant and continue the flow of the white TUI Layer Footer. Obvious parallels should be avoided.

Basic Rules

- Images feature overlays from transparent to TUI White.
- Otherwise, the overlays form a gradation from TUI White to the New TUI Beige.



The TUI Layer-Footers are available as files and can be requested from the TUI Care Foundation.



TUI Layer – Background

Background

The TUI Layer Background is another essential design element, which is used for areas, as well as for infographics.

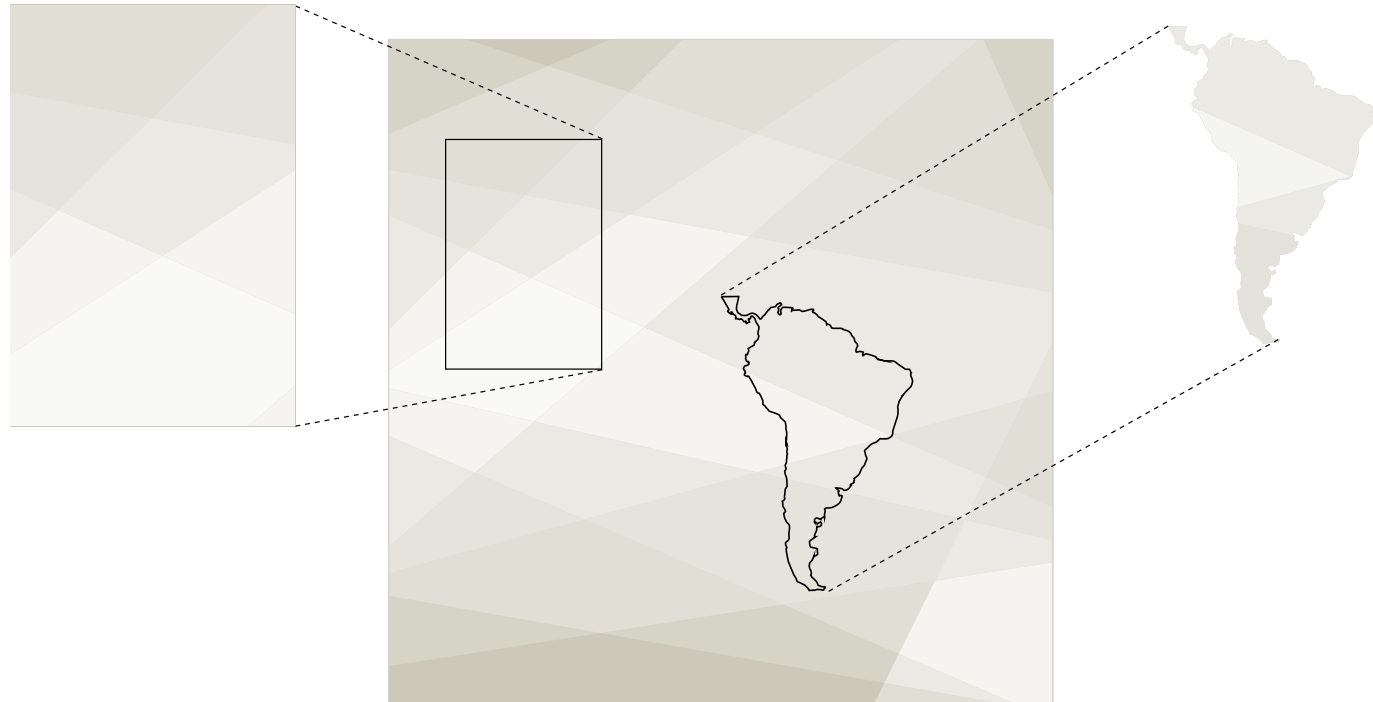
An Illustrator graphic is available. As shown in the illustration, it should only be used in cutouts, in order for the pattern to not become too detailed. Owing to the size of the graphic, it is possible to create lots of variants.

Basic Rules

- The background must not become too detailed.



The Layer-Background is available as file and can be requested from the TUI Care Foundation.



Information Boxes

Colour surfaces

Another variation on layers is colour surfaces. For example, they can divide up content in a magazine layout.

Basic Rules

- Backgrounds are composed of gradations of New TUI Beige.
- For pictures and beige backgrounds, the gradations of the layers are transparent to TUI White.

FROM ASHES TO WINE

Velenda voluptatur mo tet ommo officae dolupta solentias dolora de suntia poresto tasperum estrum es maxim ium quam facid mi, tem que dellaccum quasit eum laboren tiorernatur a qui cupitiatet pro dolorunt. Ur mos plaut officaecus ne dionsequatem.

FROM ASHES TO WINE

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FROM ASHES TO WINE

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Infographics – Maps

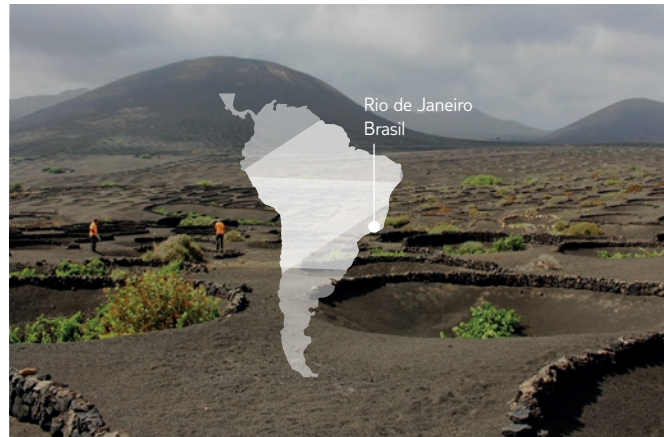
Locations

The TUI Care Foundation project locations are each marked in a map of their respective continent. The inside surface areas should use typical TUI Care Foundation layers.

There are three colour options that can be selected according to the background.

Basic Rules

- The possibility of localisation in the layout should be used, in order to localise supported projects and to add another level of information to the design.
- The contrast in gradations should be clearly visible to each other, especially when using office printing.



Infographics – Charts

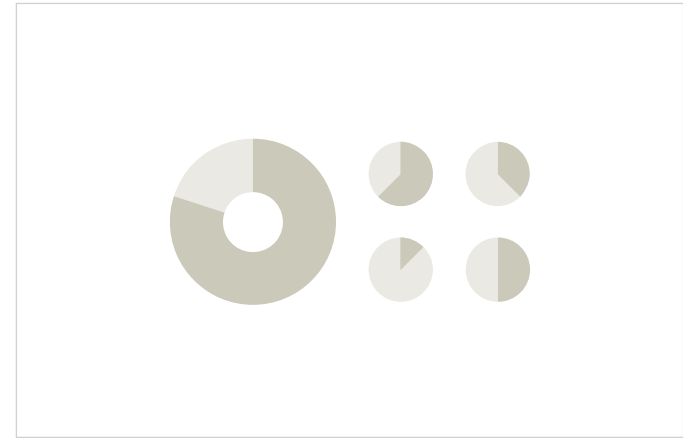
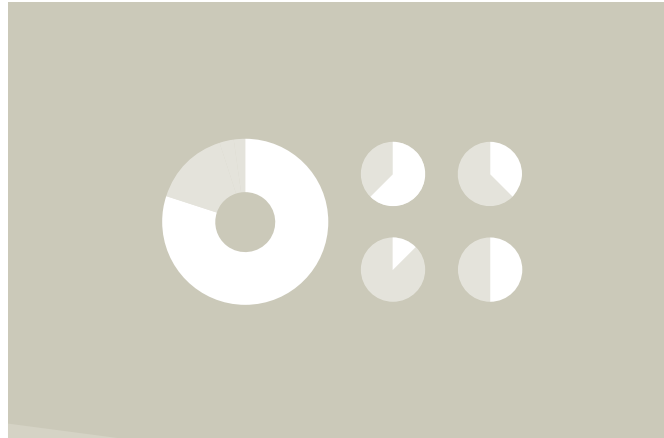
Pie Charts

In the visualisation of complex issues in charts, classifications are displayed as various gradations.

There are two colour options that can be selected according to the background.

Basic Rules

- The contrast in gradations should be clearly visible to each other, especially when using office printing.



Infographics

Transparent layers are used as back-grounds for larger infographics.

There are three colour options that can be selected according to the background.

Basic Rules

- The contrast in gradations should be clearly visible to each other, especially when using office printing.



Icons

The programs of the TUI Care Foundation are each assigned to one initiative. In order to quickly grasp their content, they are marked with icons. These represent the essential areas of the programme in a lively manner.

Basic Rules

- The icons are fixed and cannot be replaced by other motifs.
- They are to be understood as a word and figurative mark and create a fixed unit with the typography.
- The icons are kept in outline style. The line width must not be changed, there are no filled areas.
- The icon and typeface are to be kept in TUI Deep Blue with a firmly defined accent in the respective colour of each initiative.



Icons are available as image file and can be requested from the TUI Care Foundation.



TUI ACADEMY



TUI JUNIOR ACADEMY



TUI FUTURESAPERS
PROGRAMME



TUI COLOURFUL CULTURES
PROGRAMME



TUI FIELD TO FORK
PROGRAMME



TUI WILDLIFE
PROGRAMME



TUI FORESTS
PROGRAMME



TUI SEA THE CHANGE
PROGRAMME



DESTINATION ZERO WASTE
PROGRAMME



TUI TURTLE AID

Icons

Application

Depending on the background, environment and degree of highlighting, the icon can be used in different ways:

1. Released:

On white or TUI New Beige background, the icon is to be shown in TUI Deep Blue and the matching initiative colour. On a dark background, the white version of the icon is to be used.

2. White button:

A white button is used to highlight the icon more prominently or to clearly distinguish it from distracting backgrounds.

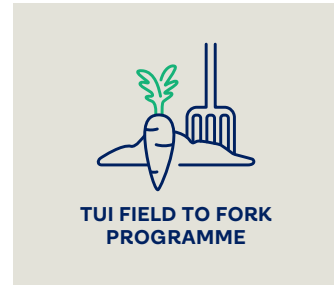
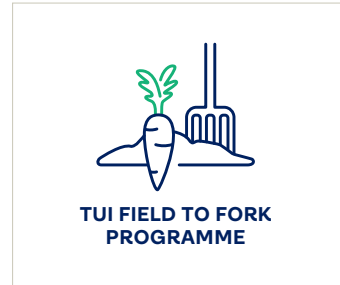
Basic Rules

- For the buttons, the ratio of the circle to the icon is fixed and may not be changed. The same applies to the line width of the button.

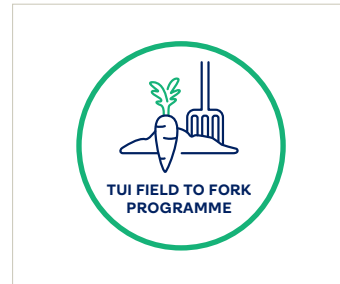


Icons are available as image file and can be requested from the TUI Care Foundation.

1. Released



2. White button



Icons

Examples of use

Basic Rules

- The icons may be used in proportion within the overall design, i.e. they should fulfill their function as a clearly recognizable accent.

FROM ASHES TO WINE

Preserving traditional winemaking on Lanzarote



**lit quas duque
quam volorient
ma pra**

Ditaxpiet aliae:
duntis adia delanditia cumam
quam numquo que

Maio ium quodtiam:
que ped ut unt

Sequod que nis:
delanditia cumam quam
numquo que ped ut unt que
videliqui dolorro

Destis sa culestia:
Ut minum qui niae cusdae



TUI FIELD TO FORK
PROGRAMME



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**Lit quas dunt que quam
voloriant ma pra vellore**

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FROM ASHES TO WINE

Preserving traditional winemaking on Lanzarote

Rio de Janeiro
Brazil

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In partnership with

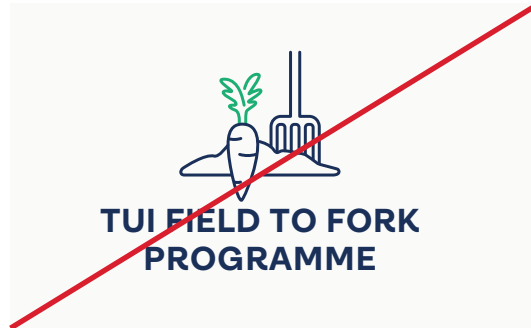
Icons

Don'ts

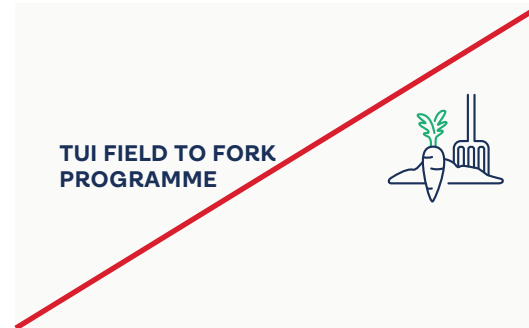
The following basic rules must not be ignored.

Basic Rules

- The icons should stand out optimally from the background.
- The icons may not be edited or changed.



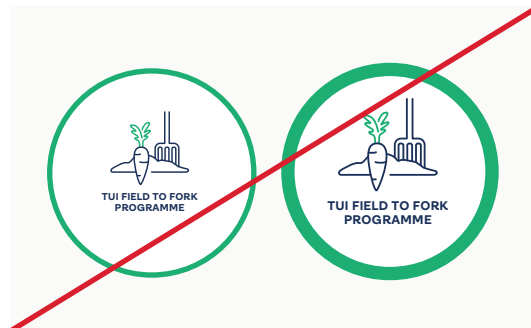
Do not resize icon or typeface



Do not separate icon and typeface



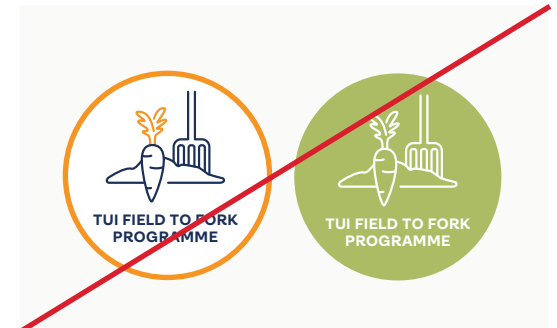
Do not expose them on distracting backgrounds



Do not change the size of the icon,
do not change the line width of the button



Do not rotate or distort the icon



Do not change the colour of the icon

Eyecatchers

The TUI Alert Bright and Sustainability Light can be used effectively for eyecatchers.

Basic Rules

- Font colour on Alert Bright background is always TUI Black and never TUI Deep Blue.
- Font colour on Sustainability Light background can be either TUI Deep Blue or TUI Black.
- Eyecatchers should not be rotated.
- They should be reasonably proportioned to the overall layout, despite their role as an eyecatcher.



Proportion: 4 : 2,5



Radius corner:
4 mm

Both top corners and the bottom right corner are rounded.

Advertisement



**FROM ASHES
TO WINE**

Preserving traditional
winemaking on Lanzarote

Rio de Janeiro
Brazil

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 **TUI CARE FOUNDATION**

Advertisement with partner organisations

The stacked logo version of the TUI Care Foundation appears on advertisements, brochures and folders on a white background, (without the footer design in New TUI Beige) in the lower left corner. The partner logos are placed (also on white) in the lower right corner. They appear at the same height as the wordmark of the TUI Care Foundation.

For the placement of the partner logos, the above principles apply, depending on the two use cases:

1. The TUI Care Foundation is the main partner of a project.



Advertisement with partner organisations

2. The TUI Care Foundation and partners are on equal terms.

FROM ASHES TO WINE

Preserving traditional winemaking on Lanzarote

Rio de Janeiro
Brazil

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An initiative by

TUI CARE FOUNDATION

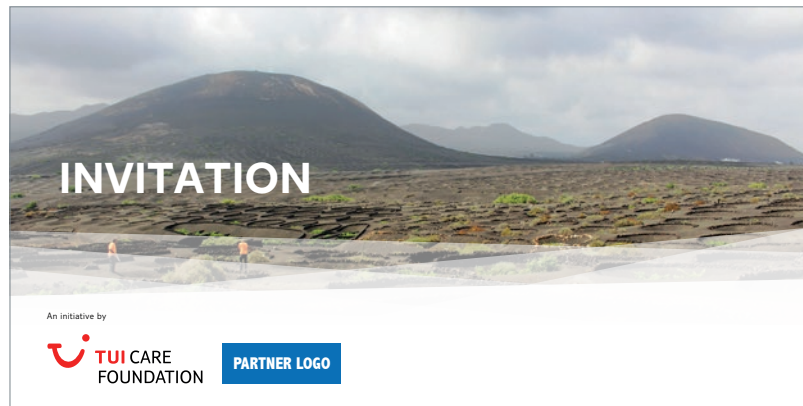
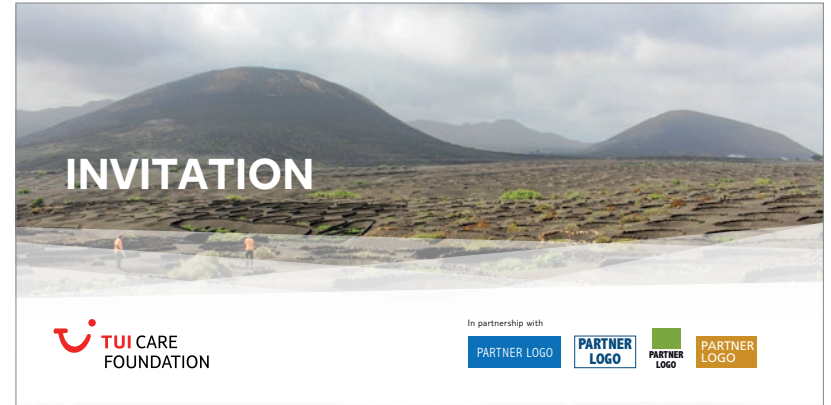
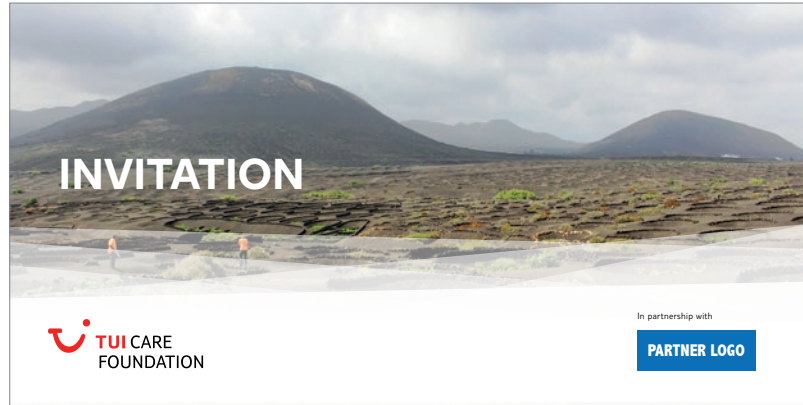
PARTNER LOGO

Invitations/Events – Partnership Projects

The stacked logo version of the TUI Care Foundation appears on invitations or as part of event branding on a white background in the lower left corner. The partner logos are placed (also on white) in the lower right corner. They appear at the same height as the wordmark of the TUI Care Foundation.

For the placement of the partner logos, the above principles apply depending on the two use cases.

1. The TUI Care Foundation is the main partner of a project.
2. The TUI Care Foundation and partners are on equal terms.



Stationery

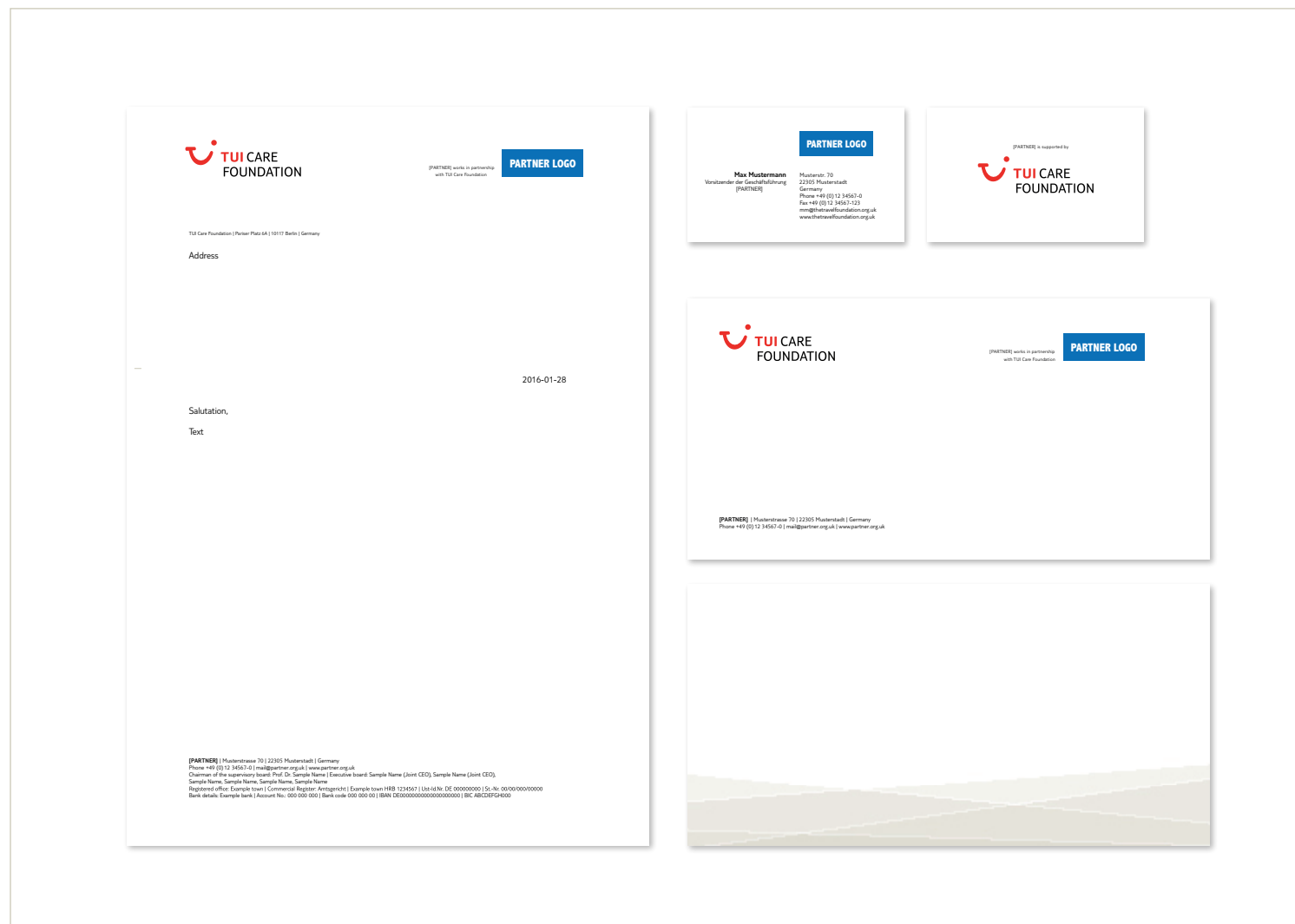


Stationery with partner organisations

In case the TUI Care Foundation is the main partner of a project, the following apply to joint stationery.

The logos of the respective partners are placed on the front of the writing paper. The partner logo and the stacked TUI Care Foundation logo are aligned on a baseline and have the same optical size. The TUI Care Foundation logo is placed first (left). On the left side of the partner logo, the line “[PARTNER] works in partnership with the TUI Care Foundation” or “[PARTNER] is a partner of the TUI Care Foundation” appears.

Business cards have the partner logo on the front. On the rear side, the line “[PARTNER] is supported by” and the stacked TUI Care Foundation logo appear on a white background.



Certificate

Participants in the TUI Care Foundation's programmes can receive certificates. These contain the name of the participant, the partners and the logo of the programme.



Partner plaque/sign

In order to illustrate the partnership with the TUI Care Foundation at the project site, a plaque or sign that indicates the support of the foundation is located at each location at a central point visible to visitors.



Clothing

Clothes worn by project staff/participants, especially during public events, should, if possible, also include the logos of the partners, for example on T-shirts, caps, workwear, etc.

There are three options to design clothing:

Option 1:

The stacked TUI Care Foundation logo and the partner logo(s) are both placed on the front. The TUI Care Foundation logo must always be placed on the right-hand side.



Don't place the TUI Care Foundation logo on the left side!

Clothing

Option 2:

The stacked TUI Care Foundation logo is placed on the front, the partner logo(s) on the back.



Clothing

Option 3:

The initiative icons and colours may be used. In this case, the stacked TUI Care Foundation logo and the partner logo are both placed on the front. The TUI Care Foundation logo must always be placed on the right-hand side. The programme icon is to be placed on the back. Printing the initiative's name on the sleeve is optional.

There are two options for the use of textile colours. Printing on white textiles is possible with the standard logo. Printing on textiles with the programme colours Kind Green, Alert Deep, Sustainability Bright or Marine Blue is possible with the white logo.



The icons are specially adapted for printing on clothing. They are available as files and can be requested from the TUI Care Foundation.



Print on the sleeve optional.

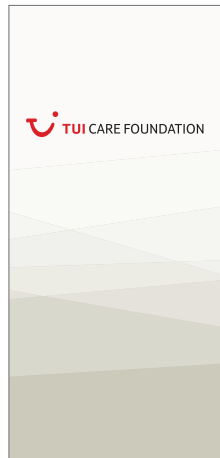
Large Format Printing

Rollup

The TUI Care Foundation logo is always positioned in the header area of rollups. In this way, it is in a superior position and within the optimal perception range of a person. In the case of text information, it must be ensured that it can be read optimally. It should therefore not be positioned too low, e.g. in the knee area. Text should be able to be read in a straight standing position.



A rollup template (85 x 200 cm) is available as InDesign file and can be requested from the TUI Care Foundation.



A TUI Care Foundation rollup (100 x 200 cm) is available as PDF file and can be requested.



Large Format Printing

Don'ts



Don't place the TUI Care Foundation Logo at the bottom.



Don't place text information in the lower area.