

BRAND GUIDELINES

TRADE



2024

Jet2.com
Friendly low fares

Jet2holidays
Package holidays you can trust

Jet2Villas
flight | car | villa

Jet2CityBreaks
flight | hotel | city

VIBE
BY
Jet2holidays

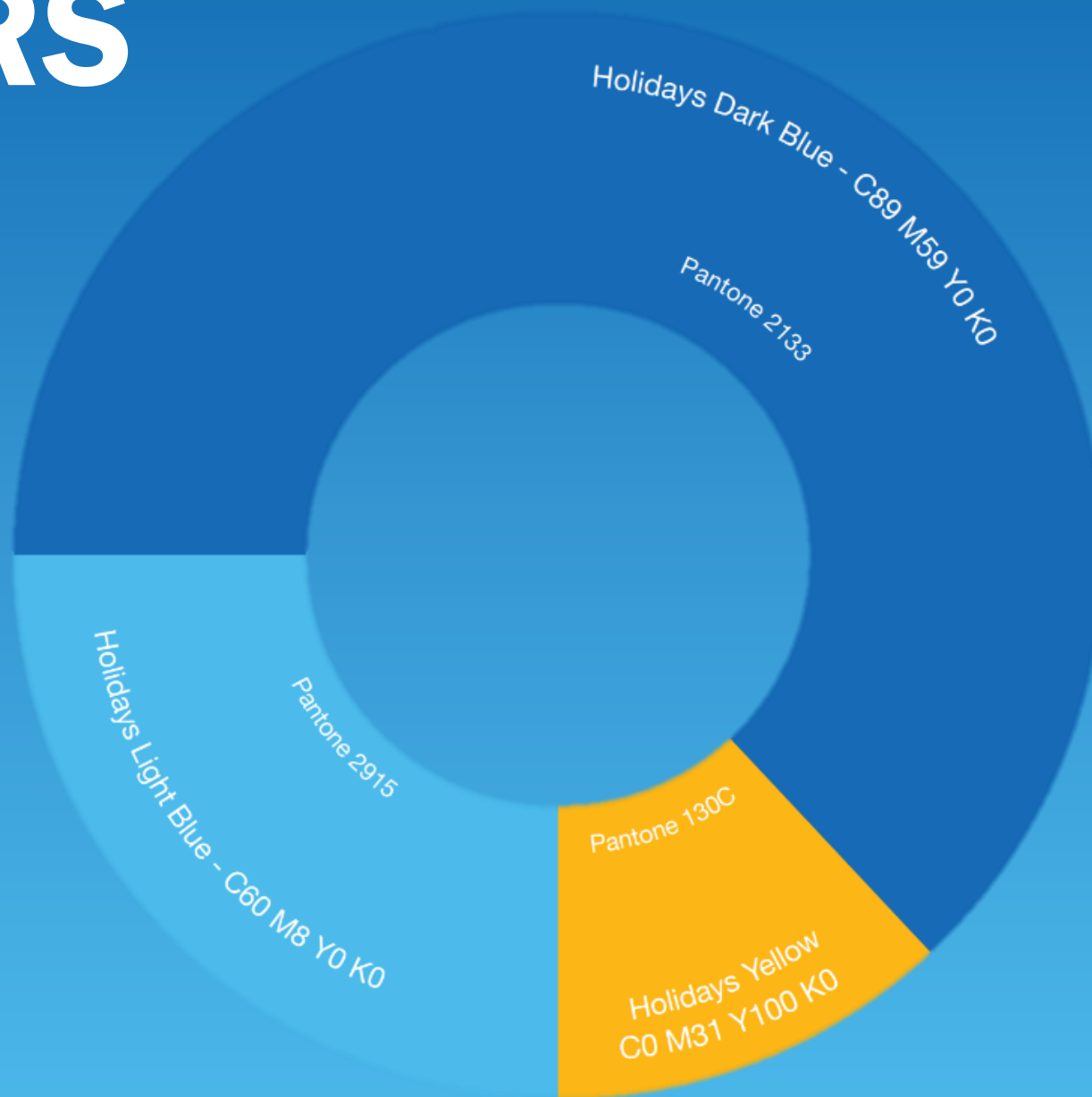
INDULGENT ESCAPES
by Jet2holidays

ARTWORK DO'S + DON'TS



- ✓ All briefs must be agreed with **Jet2holidays** before being processed to reduce the volume of amends, allowing as much time as possible (2 weeks minimum).
- ✓ Include image of where the branding will be located.
- ✓ Include **Jet2holidays** logo at the top.
- ✓ Ensure **Jet2holidays** is in bold and italics when typed.
- ✓ Include a call to action; BOOK NOW / BOOK IN STORE.
- ✓ Ensure that the branding is relevant to the store.
- ✓ If you have created your own artwork, this will need to be sent to **Jet2holidays** for approval. If our branding is being used, we would prefer to create the artwork for security and consistency.
- ✓ If dual-branded, please provide your travel agency logo in high-res.
- ✗ Dual-brand artwork that is displayed inside the shop or on shop windows.
- ✗ Include phone numbers or addresses on artwork that is displayed in store or in the windows. Your customers are already there!

COLOURS



LOGOS



Standard Strapline with ABTA

For long-term applications eg printed material, travel agent exterior.

Standard Strapline

For long-term applications where we are restricted to space eg printed material, travel agent exterior.

No Strapline

For short-term applications eg digital, out of home or promotional items.

Whiteout

Use on promotional items and can be used over an image if clear + distinctive.



LOGOS



Do NOT stretch



Do NOT rotate or skew the logo



Do NOT squish the logo



Do NOT crop the logo



Do NOT place the logo on a non-brand colour



Do NOT place directly on an image

FONTS

Main

FRANCHISE
01234567890!@\$%^&·()£

Headline
Destination Font

Franklin Goth BT
£1234567890

Body font

Franklin Book Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Quisque dictum erat velit, quis lobortis mi elementum
eget. Aliquam rhoncus,



Jet2Villas mixes the freedom of a villa holiday with all the package perks of Jet2holidays.

- A villa, return **Jet2.com** flights, 22kg baggage and car hire are all included
- A choice of more than 1300 hand-picked villas to suit all tastes and budgets
- More than 30 sun-soaked destinations across Europe
- Low £60pp deposit and Pay Monthly
- ATOL protection
- Easy-to-use dedicated **Jet2Villas** website for customised searches
- 24-hour UK helpline and service in resort
- Which? Recommended Provider for Villas and Holiday Lets Abroad (2023)



ACCESS THE
Jet2CityBreaks
BRAND
TOOLKIT



Jet2CityBreaksTM
flight | hotel | city

Jet2CityBreaks make it easy to explore Europe's biggest and brightest cities with flights, accommodation and 22kg baggage included in one stress-free package.

- More than 30 capitals and cultural centres across Europe and beyond
- All breaks include return **Jet2.com** flights, accommodation and 22kg baggage
- A choice of more than 1,000 2 to 5-star hotels and apartments, hand-picked for their top locations
- Fantastic choice of Christmas Markets breaks from ten out of eleven of our UK bases
- Which? Recommended Provider 2021 and 2022
- Low £60pp deposit and Pay Monthly
- ATOL protection
- 24-hour UK helpline
- Dedicated **Jet2CityBreaks** website



 **LOW £60pp**
Deposit*

 **22KG**
Baggage included

 **2 TO 5-STAR**
Hotel included

 **GREAT FLIGHT TIMES**
For more exploring

 **TRIPADVISOR**
Best Airline - UK

DECEMBER 2022
Which?
Recommended
Provider
CITY BREAKS

VIBE BY Jet2holidays®

From party postcodes to chilled sunshine stays, our choice of 2 to 5-star hotels has every vibe covered. With **VIBE** by **Jet2holidays** you get return flights, transfers, hotel stay and 22kg baggage. The best part? It's all wrapped neatly into an ATOL and ABTA-protected package.

Launched in 2019, **VIBE** has been designed with the growing millennial market in mind, think first-time holidaymakers, bucket listers and the over-25's experience-driven market to name a

few. This is a broad audience including couples, groups and solo fun-seekers, so our holidays reflect this too.

- 170+ hotels in 25 holiday headliners across Europe? Count us in
- 6 hotel categories ranging from being in the thick of it, to reclining and unwinding
- This audience wants options, options and more options – we give them just that

ACCESS THE
VIBE
BRAND
TOOLKIT



 **LOW £60pp**
Deposit*

 **22KG**
Baggage included

 **10KG**
Hand luggage included

 **2 TO 5-STAR**
Hotel included

 Fully ABTA & ATOL
PROTECTED

 **ANY-DURATION**
Holidays

ACCESS THE
**Indulgent
Escapes**
BRAND
TOOLKIT



INDULGENT ESCAPES®

by **Jet2holidays**

Indulgent Escapes offers a prestigious collection of handpicked, five star hotels with unrivalled service, décor and attention to detail.

- Every property within our portfolio is officially rated 5*
- Each of our hotels must have a minimum rating of 4.5 out of 5 on TripAdvisor
- Customers enjoy the same perks as our **Jet2holidays** packages with low £60pp deposit, Pay Monthly and full ATOL protection
- 25kg of baggage allowance included, 5kg more than most other holiday operators
- Two complimentary drinks to enjoy in-flight
- Priority lane security pass at their UK airport
- Private transfers included unless otherwise stated
- Customers receive a £10 per person on-board voucher, which can be used on **Jet2Shop**
- Our portfolio includes over 150 hotels & villas across more than 35 destinations



 **LOW £60pp**
Deposit*

 **RETURN PRIVATE**
Transfers included*

 **25KG**
Baggage included

 **10KG**
Hand luggage included

 **TRIPADVISOR**
Top 10 Airline - World





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Jet2Villas
The Full Package!
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