

Co-branding — introduction

Virgin Atlantic work in partnership with a number of brands, including trade partners.

Our role within these partnerships will vary, in most instances Virgin Atlantic will play a supporting role but there will be occasions where Virgin Atlantic will lead. There is therefore different guidance for each of these scenarios.

This activity will include campaign communications and marketing activity. We always work with our partners to represent the brand at its best and protect the brand marque.

Communication with other partners will require approval from the Virgin Atlantic brand team.

Partnerships — Partner led proportion

We have a supporting role relationship with our partner brands and demonstrate this positioning by showing our Virgin Atlantic logo in a reduced size when used in conjunction with the partner brand.

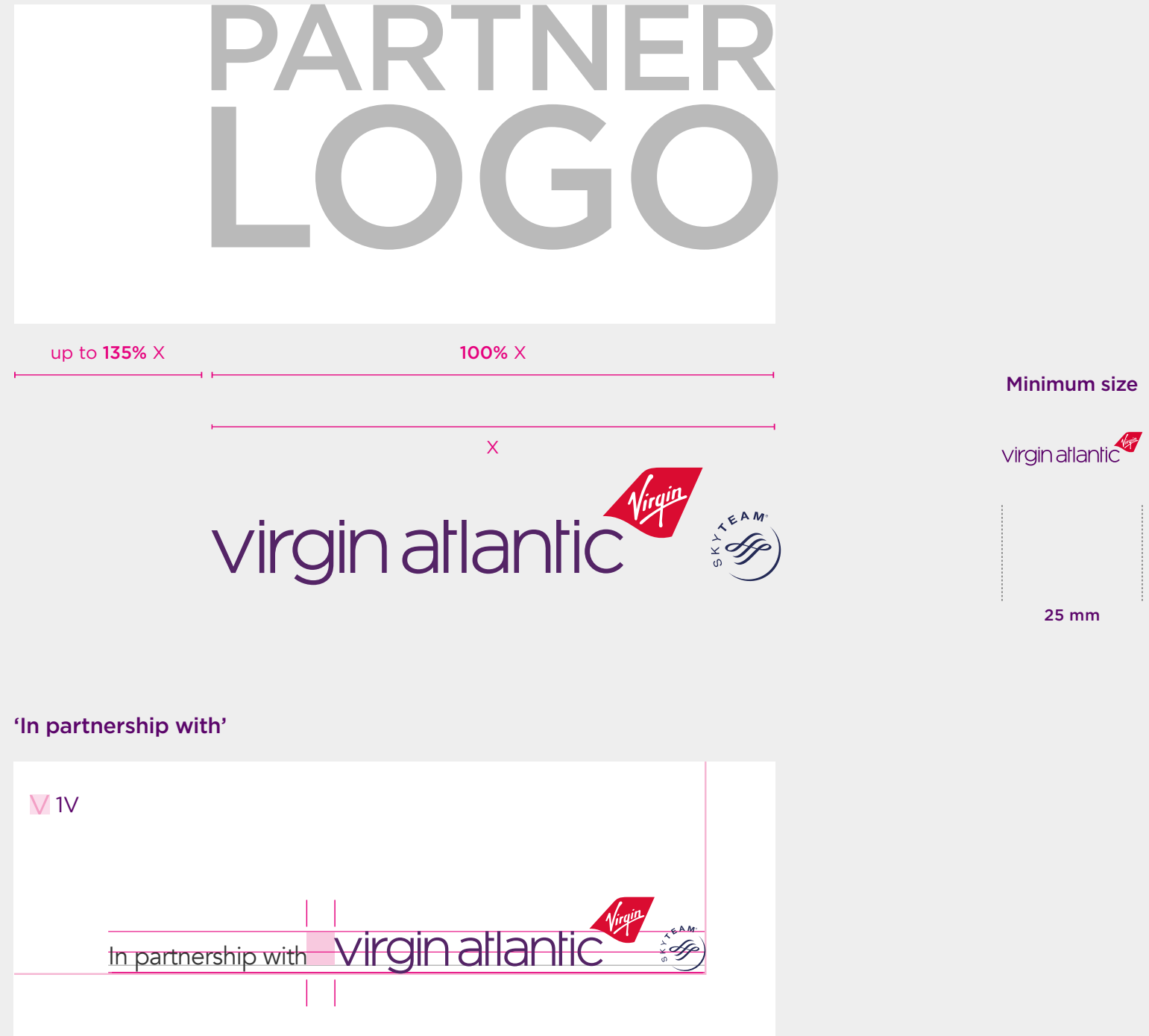
Sizing

The partner logo should be used at 100% – 135% in size depending on the shape of the partner logo.

Note: we don't use the SkyTeam bug version of our logo when it is too small to do so. Eg. digital banners.

In partnership with

To create a clearer positioning of our supporting partner role, we have introduced an 'In partnership with' line of copy to lock up to our logo.



Partnerships — Partner led proportion

Vertical logo

There are some instances when we require the use of our vertical logo. This is the case when space is restricted and our horizontal logo can no longer be made smaller than its minimum size.

These restricted sizes are more common in digital banners.

Sizing

When our logo is used in conjunction with our partner logos, the partner logo should be used at 100% – 150% in size depending on the shape of the partner logo.

Note

For restricted spaces the vertical version of our logo is required and the SkyTeam bug falls away.

In partnership with

To create a clearer positioning of our supporting partner role, we have introduced an 'In partnership with' line of copy to lock up to our logo, this line has a fixed relationship with the logo/brand marque and should not be altered.

PARTNER
LOGO



Minimum size



13 mm

'In partnership with'



Partnerships — Partner led positioning

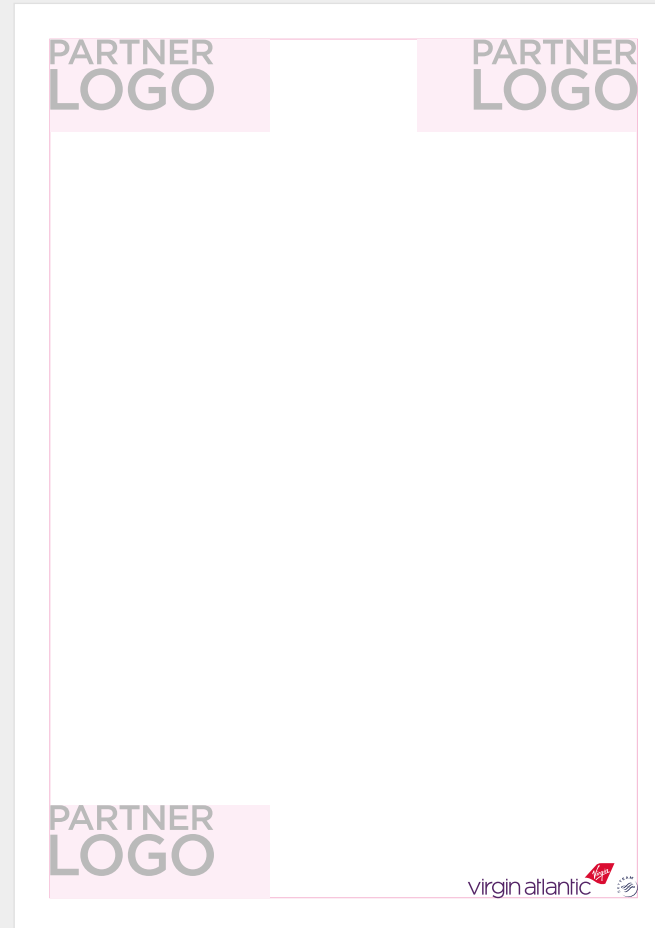
The relationship hierarchy on all partner led communications must be clearly positioned showing the Virgin Atlantic logo as a supporting partner at the base.

Logo visibility

Our reduced logo must be clear and visible, and a solid white panel is introduced to anchor its position at the base allowing for use over any partner imagery or colour.

Examples

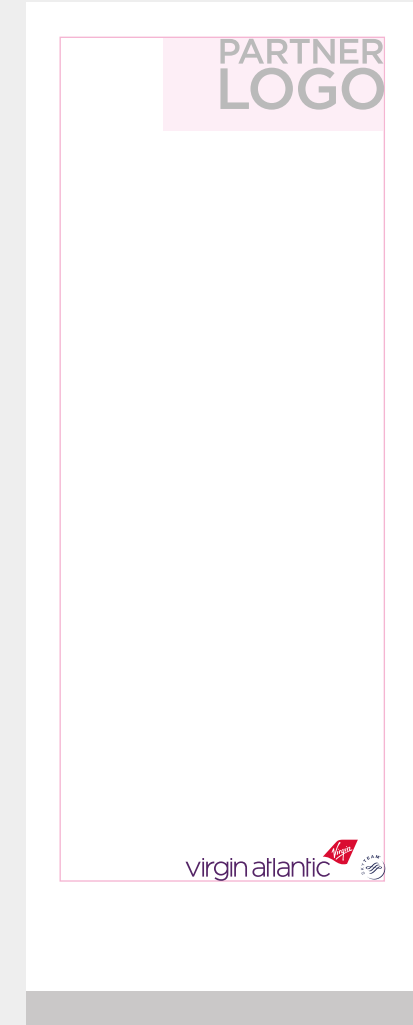
A-formats



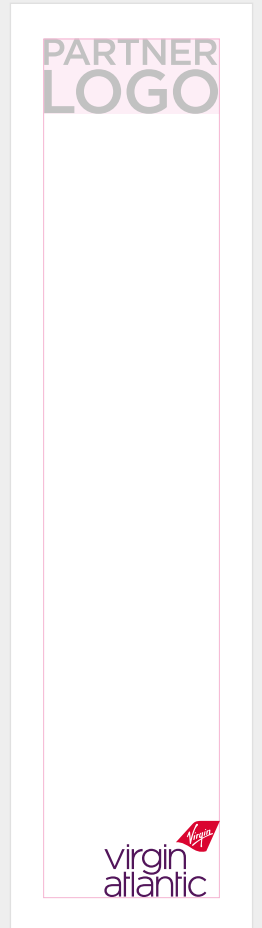
'In partnership with' on opaque white panel



Pull up banner



Digital banner



Note

- Virgin Atlantic logo can be positioned bottom right
- Virgin Atlantic logo can be used with copyline 'In partnership with'

Partnerships — Partner led logo visibility

When positioning our logo across partner led communications, we ask our partners to house the primary logo within a white panel at the base of the communication.

Please adhere to the minimum space surrounding our primary logo.

White panel

Panel is always a solid white at the base of a partners key visual

The advertisement features the Expedia.co.uk logo at the top left. The main headline reads "The Virgin Atlantic Winter Sale has landed!" followed by the sub-headline "Discover the World aboard the Virgin Atlantic". Below this is a photograph of a hammock on a tropical beach. At the bottom, it says "In partnership with virgin atlantic" and includes a yellow "See Deals" button. The footer contains the text "Download the free Expedia App to track flights and itineraries" and logos for the App Store and Google Play.

White panel

Panel is always a solid white at the base of a partners key visual

The advertisement features the Netflights logo in white on a blue background. The main headline reads "Manchester to Antigua for £375". Below this is a photograph of a tropical bay. At the bottom, it says "In partnership with virgin atlantic" and includes the Virgin Atlantic logo.

Partnerships — Partner led please don't

Here are some examples that illustrate what to avoid when using Virgin Atlantic's primary logo on partnership communications.

Don't ❌



Place primary logo on another brand colour
Place primary logo in a central position



Place reverse logo on Virgin Atlantic red



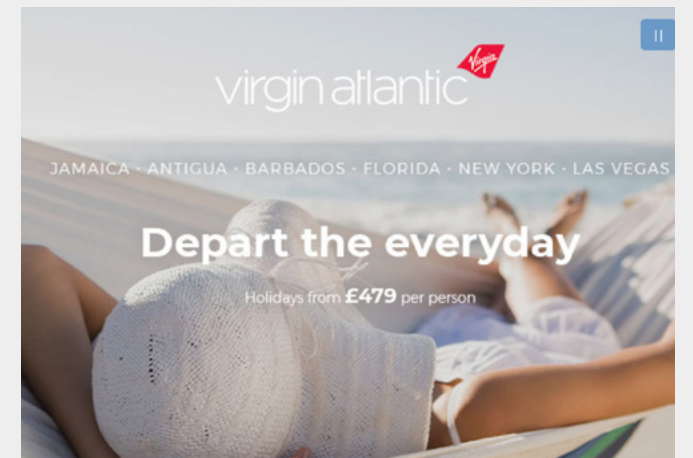
Use primary logo on a white panel with opacity



Use reverse single colour logo



Use reverse logo on another brand colour
Use Virgin Atlantic crew images
Use a photoshop comp

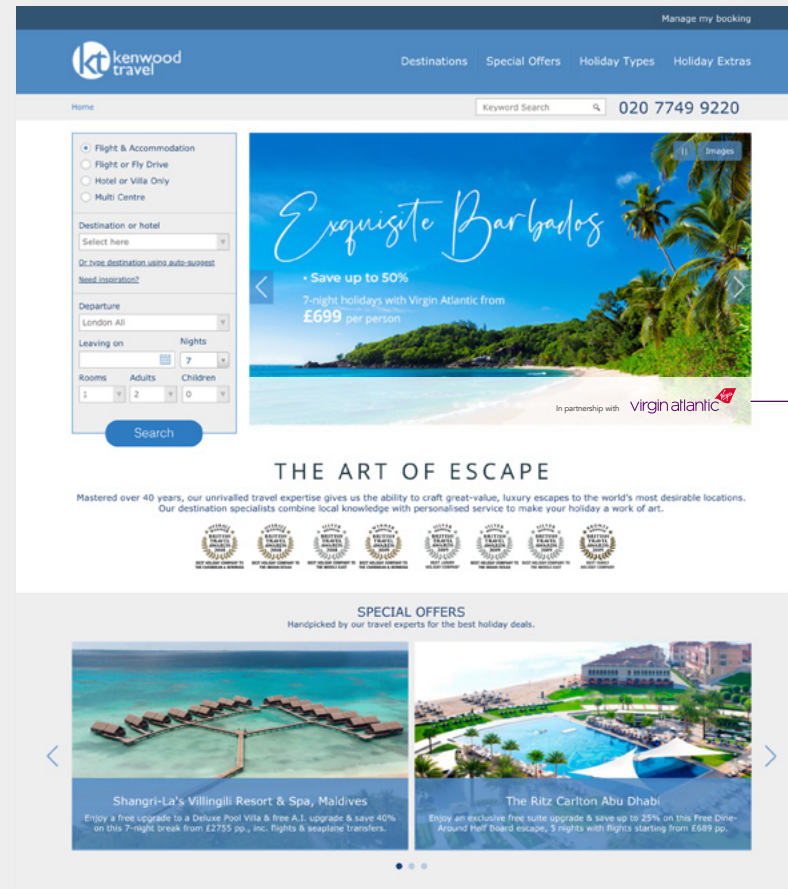


Use the reverse logo on light coloured backgrounds
Lead with our primary logo

Partnerships — Partner led dos and don'ts

Here are some examples that illustrate what to watch out for and what to avoid when using Virgin Atlantic's primary logo on partnership sites.

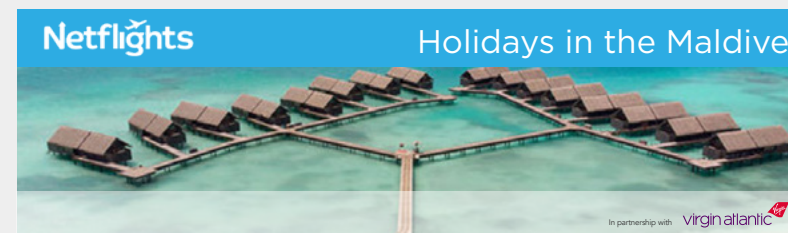
Do ✓



Primary logo sits within an opaque panel

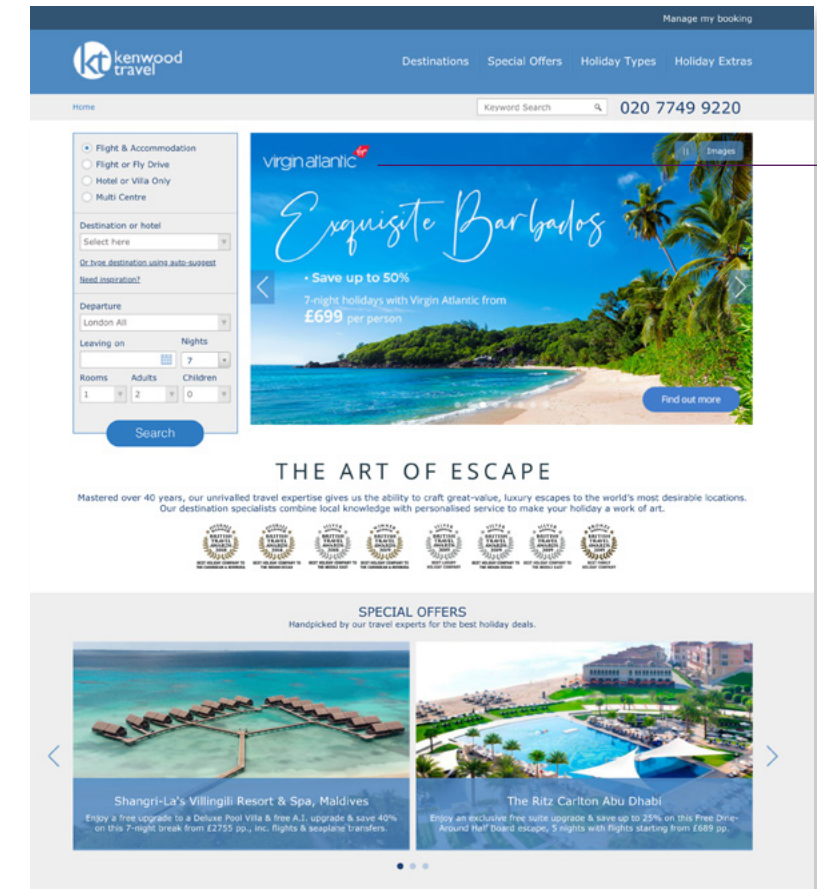
Use of 'In partnership with' copylined

- ✓ Position the primary logo within a white or opaque panel
- ✓ Use copylined 'In partnership with'



- ✓ Position the primary logo in the bottom right corner on an opaque white panel
- ✓ Use copylined 'In partnership with'

Don't ✗



- ✗ Lead with our logo on a partner communication
- ✗ Use the Virgin Atlantic primary logo top left