

Live Happy lock-up

Clear space

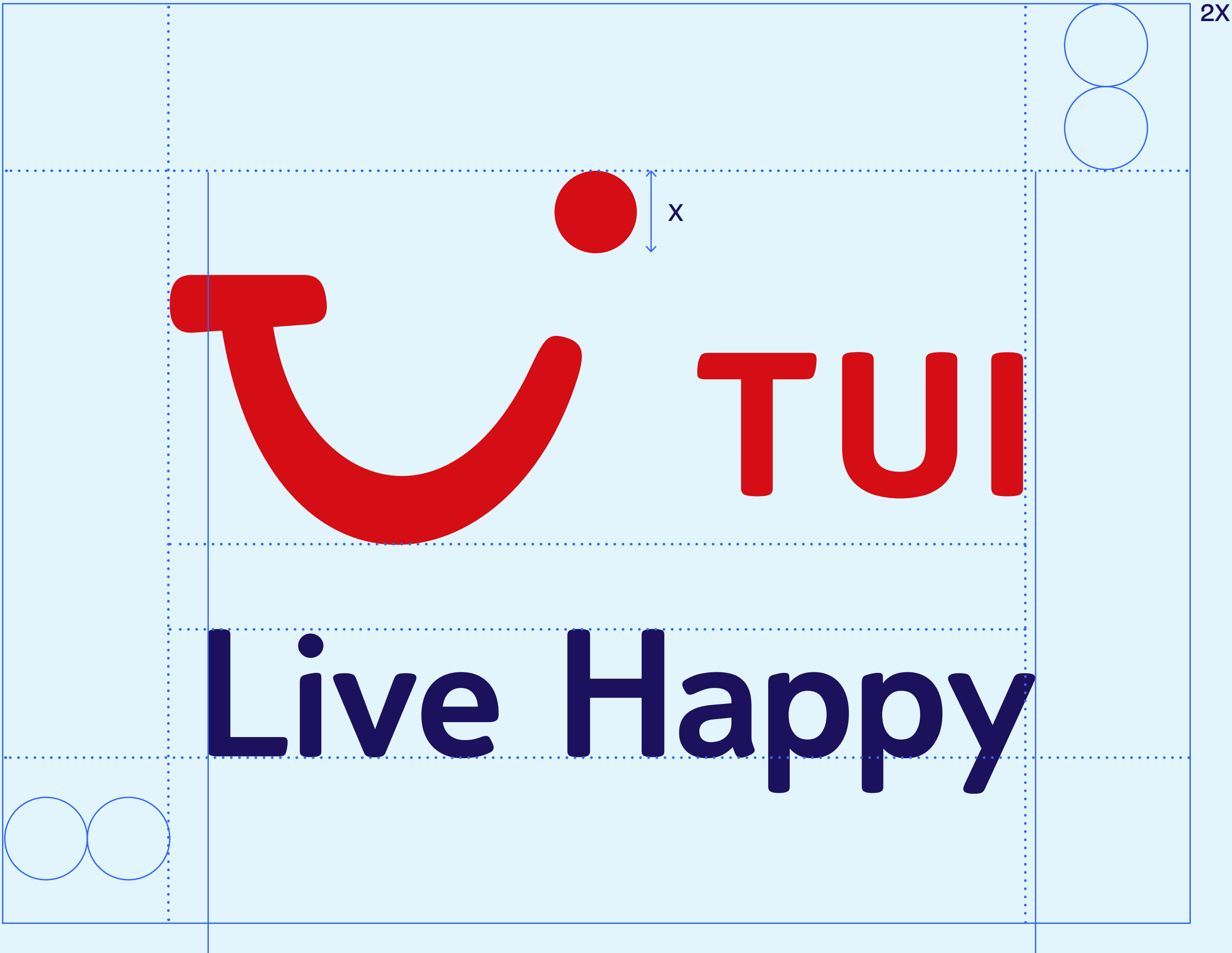
We always make sure our logo is legible, has impact – and looks great!

Clear space is the minimum area around the logo, isolating it from text and supporting graphics.

In most cases, we recommend using it to give our logo enough room to stand out.

Our clear space is equal to 2X the size of the TUI ‘i’ dot from the logo at any given size.

Our Live happy type is optically aligned with our core logo.



Keylines denotes optical allowance

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Minimum sizes

Our logo is designed to work on really small sizes. But there’s only so small it can go and still look its best.

The minimum sizes are the smallest proportions our logo can take. However, it is recommended to always make it larger where possible.

Print

The minimum width on printed material is 10mm.

Digital

Our logo can be scaled all the way down to 70px in width and still look good.



Print: 10mm



Digital: 70px