The Brand
This Is Who We Arrr
This guide will introduce you to the world of Pirates who love travelling. This is the way we want to be seen through the looking glass. Please flick through and get to know us better.
Founded in 2011, HolidayPirates represents one of the fastest growing online travel companies in Europe. The unique concept of best travel deals rapidly gained popularity and HolidayPirates has become the preferred travel portal for millions of travellers.

To satisfy our customers and offer them a unique value proposition tailored to their needs we constantly develop and expand our product portfolio. Not only do we search innumerable websites for cheap flights, hotels and travel packages but we also look for vouchers, bus and train deals. In addition, through our partners’ solutions we provide thousands of offers from well-known tour operators and airlines.

Our fans and followers stay up to date with great deals by setting custom alerts on our Apps, on Whatsapp, by following us on social media, subscribing to our newsletter or simply visiting one of our websites.

We operate websites in the UK, Austria, France, Germany, Italy, the Netherlands, Poland, Spain, Switzerland and the USA, offering travellers the best and latest travel deals from countless flight, package holiday and hotel operator sites.

Every travel portal of the HolidayPirates Group operates fully independently of the operators and partners.

Who ARRR We?

- +4M App downloads
- +7M Facebook fans
- +45M page impressions/month
Our story

As a student, HolidayPirates' founder Igor Simonow travelled around the world for bargain prices: to Rio for €200, to Miami for €250 or one day to London for €50. In order to share his knowledge of cheap travel deals with others, in 2011 Igor published the first HolidayPirates blog (Urlaubspiraten.de).

The highly innovative concept quickly gained popularity, and as a result he joined forces with Sebastian Kaatz in 2012 to found the company HolidayPirates GmbH.

Today, Urlaubspiraten.de is among Germany’s largest travel portals and is the leading social travel community for millions of Germans.

In addition to Germany, we are now represented by our bargain travel portal in nine other countries and seven languages. Our head office is located in Berlin, but we also have offices in London, Lyon, Belgrade, Seville and Boston.

HolidayPirates has +150 employees based in Berlin and in various regions across Europe and the US.

Although we are a young company, we have already received numerous awards, such as the Website of the Year award in 2013 and 2014, and Best Travel Industry App in 2015 and 2016.
VALUES, VISION & MISSION

Our Values

Relevance
Act in excellence with our customers’ best interests at heart

Authenticity
Act honestly and be transparent to earn the trust of our users, partners and colleagues

Agility
Moving fast to stay ahead

Responsibility
Having the freedom to make decisions based on metrics and objectives

Relevance
Act in excellence with our customers’ best interests at heart
Our Vision

Best inspiration source and travel search provider

Our Mission

Best travel deals by providing technology sourced and human curated content
Our logo

Our logo is the single most important brand distinguishing device. Respect the logo and do not skew it, place it too close to other logos or design elements and avoid too busy backgrounds. Or else you might have to walk the plank.
We have four main variations of each logo. On light backgrounds the logotype is in Pirate Purple. On dark backgrounds the type can be reversed to white. Note, the parrot should preferably always be in full colour.*

The logotype should always be accompanied with the logomark, not used alone. However, the logomark (parrot) can be used without the logotype as an avatar or to brand photographs etc.

There are localised logos for each market area, but there also is an ‘umbrella’ logo for the whole HolidayPirates Group.

*We also have a special one colour logos for print, but these are used on a case by case basis.

The logo - Measurements

It is important that the logo can sail free. So when you are considering to put other elements (third party logos, borders, other design elements etc.) near it, please leave at least the minimum exclusion zone amount of space.

The minimum exclusion zone is half of the parrot all around the logo. If in doubt, please leave more room!
**The logo - Sizing**

Please make sure that the logotype will always remain legible. If it becomes too small to read, please consider using the logomark (Parrot) only.

Here are some guidelines you can bear in mind when thinking about the size, but remember these are only for reference. Please always check the legibility, as it might be affected by the image background and the medium you are using.

**Minimum sizes in print**
- Horizontal: Height 6mm
- Square: Height 15mm

**Minimum sizes online**
- Horizontal: Height 16px
- Square: Height 40px

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**Logo - Please don’t**

As Pirates we don’t like many rules, but the logo rules are the ones you really should pay attention to.

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**01. Old logo**
It's time to let go of the past. Let's not use the old logo anymore. If you don't have the new one, please request it.

**02. Logotype**
Don't let the parrot fly out! Always use the logotype with the parrot. The parrot can be used on its own, but not the other way around.

**03. Recreating the logo**
We know you are good, but please don't redesign the logo. Please use the arrangement that has been designed with correct size/position ratios and nice kerning.

**04. All gone wrong**
Well this pirate has gone haywire. Don't stretch the logo, also don't put it on busy backgrounds.
Straplines

Even though our straplines are no longer an integral part of the logo, the messages are still loud and clear. It is acceptable to use the straplines as subtitles and wherever you need a little clarification of the job we do.

- Travel on a pirate’s budget!
- Reisen zu Piratenpreisen!
- ¡Viajes a precios piratas!
- Reizen op piraten prijzen!
- Podróże w pirackich cenach!
- Voyagez avec un budget de Pirate!
- Vacanze a prezzi da Pirati!
Colour palette

Our main colours are Pirate Purple, Pirate Black and White Flag. The secondary colour palette, the Holiday Colours, are: Pacific, Parakeet, Mai Tai, Hula Hula and Nelson. Please refer below for actual colour values, never take any samples of colour swatches with an eyedropper tool. Be especially careful when using the print values. Never print text with Pirate Black, use 100% K instead. If you are unsure, please contact the Brand team.
Fonts (Typefaces)

Main font

Open Sans
The main typeface for daily communication is Open Sans. This can be freely used both online and print.
You can download Open Sans from Google fonts.

Impact* fonts

Amelia
The font on our logo is Amelia Bold Italic. This can also be used as an impact font in design.

Bariol
The third available typeface is Bariol, which is an impact font for design purposes only.

*A use for headlines and design
PHOTOGRAPHS

Style of photography

We pride ourselves on bringing happiness into the lives of millions of people every day, so the images we use need to reflect that: Exciting places, cultures and nature, stunning destination photos, happy people, cute animals roaming free and let’s not forget the juicy rum cocktails! In general we use current photos that are new, beautiful and inspiring.
Say Ahoy!

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