

Click&Go
Holidays



Brand Guidelines

Ireland's Highest Ranked
Holiday Company on



Click&Go
Holidays



Brand Messaging

Click&Go Holidays Key Brand Call Outs

Click&Go Holidays are the number one ranked holiday company in Ireland on Trustpilot with over 16,500 reviews.

Click&Go Holidays are the number one ranked cruise holiday company in Ireland on Trustpilot.

Click&Go Holidays team of travel specialists are available seven days a week to help you plan your next holiday.

Click&Go Holidays are specialists in sun holidays, cruise holidays, city breaks, USA holidays and Disneyland Paris.

100% Irish owned.

Click&Go Holidays offer low deposits from €1pp and flexible payment options and plans.



Click&Go
Holidays



Top Right Corner



Top Centre



Logo in Circle



Affigo Only

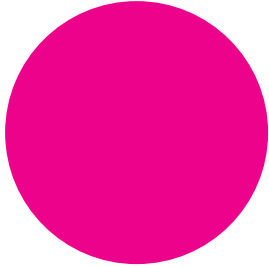


Our Logo

To protect our brand equity, it is vitally important to represent the brand through consistency with our **Click&Go Holidays** logo.

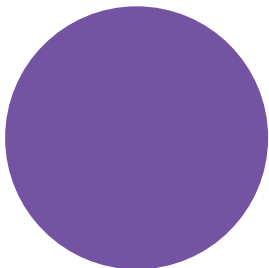
Our Icon, or 'Affigo' - meaning 'pin' in Latin - represents the joining of the perfect holiday destination with customer focussed, excellence in service.

It stands for our knowledge and expertise, our passion for holidays and our genuine care for our customers.



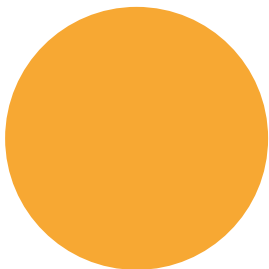
PINK

CMYK 0-100-0-0
RGB 236-0-140
Hex F04B6E



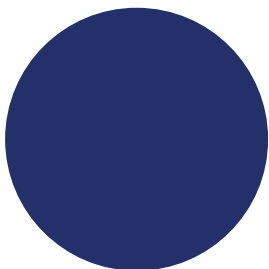
PURPLE

CMYK 64-8-0-0
RGB 116-84-163
Hex 7355A5



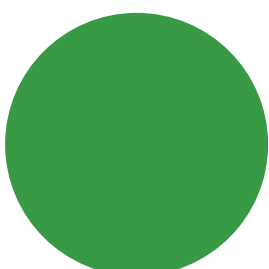
YELLOW

CMYK 0-38-90-1
RGB 252-155-25
Hex FC9B19



NAVY

CMYK 100-96-22-24
RGB 36-40-103
Hex 1146A0



GREEN

CMYK 75-5-100-15
RGB 57-148-48
Hex #399430

Brand Colours

Colour plays a central role in our visual communications.

It influences consumer's interpretation, recognition and retention of information.

Colour draws attention, sets the tone of our brand, and guides the eye where it needs to go.

It is an essential visual tool that we use to communicate and convey our messaging.

Our colour suite gives us the power to have a wealth of conversations with our customers while also remaining consistent in tone - every time.

Our variety of colours bring what we are saying to life. Color allows us to add strong emphases, subtle accents, or calm reassurances to fit perfectly in line with our range of messaging.

Our colour palette also aims to bring to life the joy that holidays bring to all of us.



Gradient Backgrounds

For creatives and corporate collateral, we as a brand lead with our purple/pink gradient.

Our gradients can be applied either in full, or using just a section, across the **Click&Go Holidays** communications, to add interest and give the impression of movement.

Our secondary gradient: would be the green/blue as shown below:





GEOMANIST EXTRA LIGHT
AABBCC 123 ?!&

GEOMANIST LIGHT
AABBCC 123 ?!&

GEOMANIST REGULAR
AABBCC 123 ?!&

GEOMANIST BOOK
AABBCC 123 ?!&

GEOMANIST MEDIUM
AABBCC 123 ?!&

GEOMANIST BOLD
AABBCC 123 ?!&

GEOMANIST BLACK
AABBCC 123 ?!&

GEOMANIST ULTRA
AABBCC 123 ?!&

Brand Typography

Geomanist is our official brand typeface.

This font is the perfect mix of open geometric shapes and humanist forms which give a sense of positivity, freshness and fun.

It comes in a range of weights and italics for use across all print and screen communications.

It's clean - making it instantly legible in both online and offline communications - perfect for brand awareness and recall.

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Thank You

For any queries on **Click&Go Holidays** brand guidelines or the content of this document, please reach out to:

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Brand Manager

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Ireland's Leading
Online Travel Agency



**ITTA TRAVEL AGENCY
OF THE YEAR
(OVER 10 EMPLOYEES)**



Irish Travel Trade
AWARDS 2025
TRAVEL AGENCY OF THE YEAR
IN ASSOCIATION WITH
virgin atlantic
vodafone



★ Trustpilot