

Visual design guidelines



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What is Vacansoleil ?

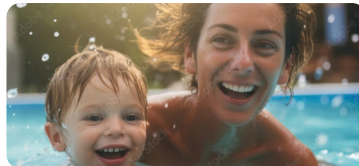
For over 55 years, Vacansoleil has been the expert in outdoor holidays across Europe. From sun-drenched camping trips to snow-sure winter adventures, Vacansoleil offers an unparalleled selection of accommodations and destinations to suit every type of traveler. As part of the Pierre & Vacances-Center Parcs group since 2023, Vacansoleil continues its legacy of providing affordable holidays.

What sets Vacansoleil apart is its commitment to quality and customer satisfaction. With a team of 22 nationalities, Vacansoleil scours Europe to hand-pick the best properties, ensuring each one meets their high standards. Guests can also enjoy the peace of mind that comes with Vacansoleil's Flexi+ cancellation policy and 10% cashback on every booking. Whether you're seeking sun, snow, or something in between, Vacansoleil has the perfect holiday for you.

Vacansoleil's story began in 1969 when the Backers family in the Netherlands started renting out touring caravans in France. Over the decades, the company grew into the European leader in camping holidays. After facing challenges during the pandemic, Vacansoleil was acquired by the Pierre & Vacances-Center Parcs group in 2023, marking an exciting new chapter for the beloved brand. Now, with the support of this industry leader, Vacansoleil continues to fulfill its mission of providing unforgettable outdoor holidays for all.



vacansoleil



Typography

Headline 1

32px
Lineheight 1.1

Headline 2

24px
Lineheight 1.2

Headline 3

20px
Lineheight 1.2

Headline 4

16px
Lineheight 1.3

This is a fantastic paragraph. Its objective is to show some properties, such as line height and the hierarchy of information, with the titles above it.

14px
Lineheight 1.6
Max width: 800px

Get Mukta font

The fonts are available in Canva, Figma. For local use you can [download the font file](#) from Google font.

Colors

Text



Title
#1c1c1e



Paragraph
#303036



Legend
#717585



Dare to shine
#ad6500



Night Blue
#003366

Surface



Night Blue
#003366



White
#003366

Thematics



Green
#096a5c

Accent



Aqua Blue
#2299ff



Yellow light
#ffdb54



Yellow Vacansoleil
#fecb09



Promo / destructive operation
#C52249



Only for CSR communications
#1acc76



Aqua Blue
#2299ff

Check your text contrasts

Be sure the contrast between your text and the background is great.
You can use [whocanuse.com](https://www.whocanuse.com) to check it.

Logo



Square logo

Use for
Favicon, application/pwa icon

Minimum size
5 mm - 12px



Main logo

Use for
Website, publication, communication,
email and print support

Minimum size
7 mm - 18px



Eco logo

Use for
Corporate documents, ecodesign
documents, email

Minimum size
7 mm - 18px

Logo « don't »



✗ Low quality



✗ Random colors



✗ Additional content



✗ Effects and deformations



✗ Other font



✗ Poor contrast

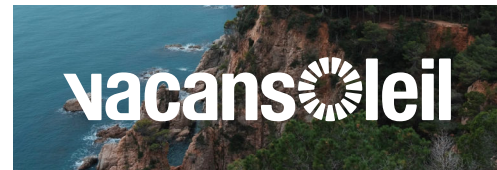
Logo « do »



✓ Original



✓ Eco logo



✓ On cool landscape or Solid color



✓ Lgbt family support
Month of Pride (June) on the
related publication



✓ Breast Cancer Awareness Month
October on the related publication



✓ Doodle
For special event as sport
or cultural

Logo season

Vacansoleil logos follow the seasons and major events of the year.

For certain events such as FIFA or the Olympic Games we do not have the right to use their official assets.



Halloween 1



Halloween 2



Christmas



Football competition



St valentine's day



St Patrick's day

Co - Branding for BtoB

For the BtoB communication and publication, we used the co-branding logo. In this way, we show how we really operate and how strong we are in the vacation market.

Amazing title



Assets

Accent assets



Reassurance assets



Commercial assets



Icons

Accomodation



Ski



Accomodation features



Layouts style



Sun is never far away

Use this background on social and print publications



Holiday, is wave of fun

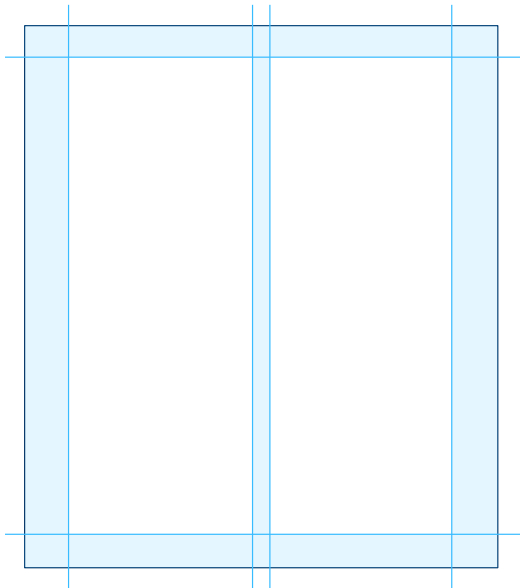
Use organic shapes to create a soft support that the user will love.



Play with landscapes

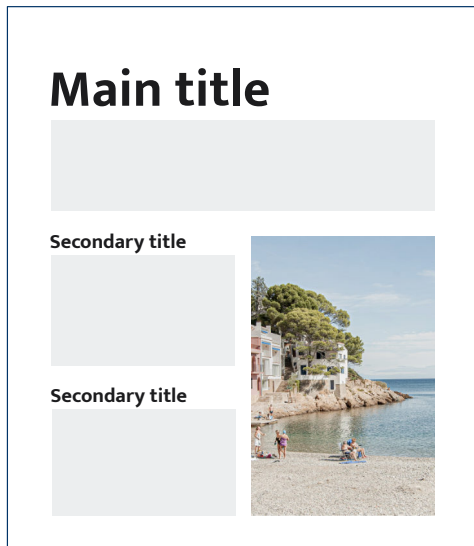
Like the cover of magazine, use the curves of landscapes or people to create sympathetic titles. (only for printed media)

Layouts tips



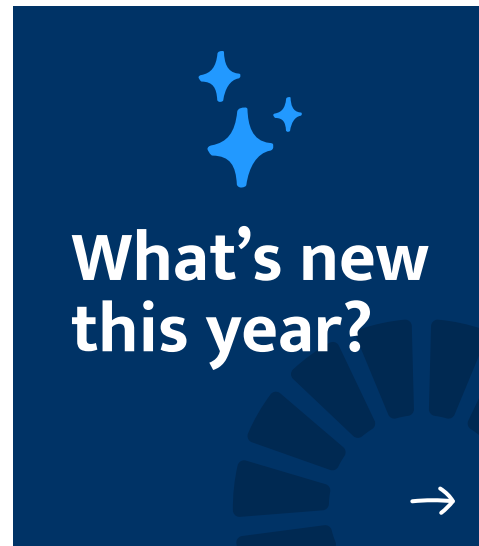
Grid every where

Use aligned grid to build your web and print publication.



Visual hierarchy matter

Help our reader to focus on the right element first.



Keep it simple

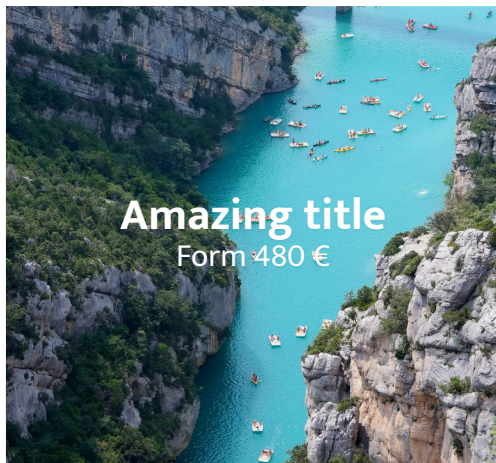
Don't over load your design with content, colors, or assets. Use always few things.

Instagram publications



Standard destination

Use this gabarit for promote a campsite or a desitination



Inspirational way

For destinations or thematiccs posts



Eye-Catching

For good promotion or very special operation

Reassurance

Website reassurance



Holiday experts for 55 years
Trusted & experienced



**Part of the
Center Parcs family**



Book with peace of mind
Free cancellation with Flexi+



10% cashback discount
Get free loyalty credit in
your savings account



Affiliated with APTS
Book with confidence

Newsletter reassurance

Developping for you sunny smile holidays experiences



Holiday experts for 55 years
Trusted & experienced



Part of the Center Parcs family



Book with peace of mind
Free cancelling with Flexi+



10% cashback discount
Get free loyalty credit in your
savings account



Affiliated with APTS
Book with confidence



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Amazing title
Form 480 €

Photos « don't »



✗ Packed with people

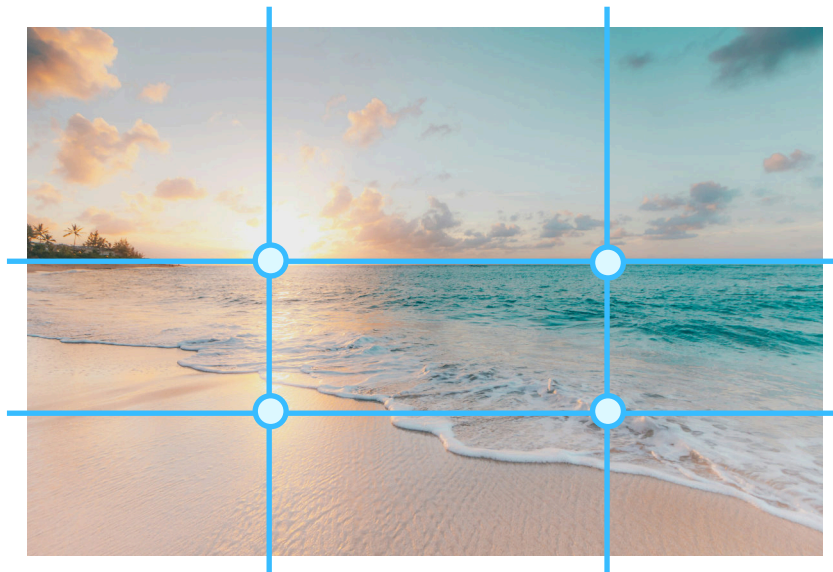


✗ Cloudy and dark weather



✗ Strange render
Photo editor allows you to set vibration, contrast, white balance and many more parameters. Be careful not to make a supernatural picture.

Photos « do »



- ✓ Few people or no one
- ✓ Sun on your back (between 9 am and 6 pm)
- ✓ Take with a Reflex (kind of camera) or modern and hi tech smartphone.
- ✓ No burnt sky (shot with HDR technology)
- ✓ Little traitement to improve a few the render
- ✓ Take your photo at different moments :
 - On the day
 - At the golden hour,
 - At the start of the night (Reflex for a better render)
- ✓ Composition matter
 - Use tird lines to compose your picture
 - Put important sujet on the force points
 - the horizon on the tird top line
- ✓ Sunny to few cloudy weather