

CLASSIC
Vacations

Corporate Identity

JANUARY 2026

Corporate *Identity*

The Classic Vacations® Corporate Identity Guide provides essential brand standards for employees, partners, media, and vendors using Classic's assets. Please follow these guidelines to ensure consistent, accurate representation of the Classic brand.

RESOURCES

Contact Marketing: creativeservices@classicvacations.com

[Logo Downloads](#)

For usage details, see pages 4-8.

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Logo System

Usage

Classic Vacations core logos form the foundation of our brand's identity. These logos come comes in several variations to suit different needs and contexts. See right for percentage of usage. .

PRIMARY

The Primary logo should be used in the majority of applications. The Primary Logo is the approved logo for all partner, media, and vendor use.

SECONDARY | VERTICAL & HORIZONTAL

Secondary logos are reserved for layout constraints

MARK

The Mark is intended for small-scale or already-branded environments.

PRIMARY LOGO



SECONDARY LOGOS



MARK





Primary

Use the primary logo whenever and wherever feasible. The "Classic" wordmark is composed of ButlerPro, Roman, all caps, in Onyx color. The "Vacations" wordmark is composed of Modernline font, Bold, sentence case, in Onyx color 50% tint. The wordmarks are justified right.

The ™ symbol is built into the approved primary logo and must not be altered or recreated.

DOWNLOAD FILES

FULL COLOR

MONOCHROME

Dark [PNG](#) | [SVG](#)

Black [PNG](#) | [SVG](#)

Light [PNG](#) | [SVG](#)

White [PNG](#) | [SVG](#)

SAFE AREA



Use the height of the "C" in "Classic" as a unit of measurement, ensuring that this space is maintained on all sides.

MINIMUM SIZE



To maintain legibility, the Classic Vacations Primary Logo should never be less than **Print: 1"** and **Web: 100px**



Full Color DARK

Our full-color dark logo supports our brand and is the preferred version for all applications whenever possible when showcasing Classic Vacations.

CLASSIC
HEX: #25282C
CMYK: 75, 67, 60, 66
RGB: 37, 39, 44

Vacations
HEX: #9E999E
CMYK: 41, 36, 21, 1
RGB: 158, 153, 158

Monochrome



BLACK
HEX: #000000
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



Full Color LIGHT

The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within approved photographs.

CLASSIC
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Vacations
HEX: #D6D6D6
CMYK: 15, 11, 12, 0
RGB: 214, 214, 214

Monochrome



WHITE
HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

Background Selection

Occasionally, it may be necessary to apply the logo to backgrounds that contrast very little with the logo. In these cases, use the reverse logo.

When in doubt, to determine whether to use the reverse logo, convert the background color to grayscale. Use the chart to the right to find the appropriate logo to use depending on the grayscale percentage your original color produced.

USE DARK LOGO IF 15% BLACK OR LESS



Note: If your background falls between 20% and 40%, choose a different color background or add a subtle shadow or highlight behind the logo to ensure sufficient contrast.

HOW WE LOOK | LOGO SYSTEM

USE LIGHT LOGO IF 40% BLACK OR MORE



Incorrect Application

DO NOT MODIFY THE LOGO

The consistent and precise logo use on all materials and platforms involves careful attention to size, placement, and color.

NO STRETCHING



USE CONTRASTING COLORS



NO CHANGING COLORS, SCALE,
OR ANGLE OF ELEMENTS



Application Examples

Improper logo use – incorrect size, placement, or color – weakens its impact, disrupts design integrity, and diminishes brand recognition, compromising the polished visual identity of Classic Vacations.



Typography

Classic Vacations typography is rooted in clarity, sophistication, and timeless style. Our fonts work together to create polished yet approachable visuals — from bold headlines to elegant accents.

BUTLER PRO

Classic serif, use display weight for headlines and titles and regular weight for body and subheads.

JOSEFIN SANS

Geometric sans-serif used in headlines, subheads, and calls to action.

POPPINS

Sans-serif for body copy. Clean, modern, and readable.

MODERNLINE

Script accent used in the logo and for elevated moments. Refined and elegant.



Serif Fonts

Used for large headlines in print, email, and web. It's bold, structured, and timeless — the “Classic” in our logo for a reason. ButlerPro helps everything look more luxurious — even numbers and punctuation.

Weight: Use Roman, Medium, or Light Display for headlines/subheads, but use regular Roman weight for body copy

Size: Display weights should be set to 20pt or larger

Hierarchy: Keep headlines clearly larger than body or subhead text

HEADLINE **ButlerPro** Roman Display | Light Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?'”!”(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢::*

SUBHEAD **ButlerPro** Light Display | Roman Display | **Medium Display**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?'”!”(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢::*

BODY COPY
& CTAs **ButlerPro** Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?'”!”(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢::*

ButlerPro is a purchased font with limited licenses and is unavailable to be shared.

Sans-Serif Fonts

Used for body text, calls to action (CTAs), and supporting layout elements.

Josefin Sans: For headlines, subheads, and CTAs. Use Roman, Light, or Thin – always in all caps for consistency and structure.

Poppins: Our go-to for body text. Use Light or Regular for clarity across print and digital. Can be paired with ButlerPro for mixed-font layouts. If using as a subhead, only use if over 3 lines or over 10 words

Size: Body copy should aim to be 10pt or above.

Hierarchy: Keep Josefin headlines and subheads clearly larger than Poppins body text.

Both fonts are free and available on Google Fonts.

[DOWNLOAD JOSEFIN SANS](#)

[DOWNLOAD POPPINS](#)

CLASSIC VACATIONS CORPORATE IDENTITY

HEADLINE **JOSEFIN SANS** ROMAN | LIGHT | THIN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

PRIMARY
 SUBHEAD & CTAs **JOSEFIN SANS** LIGHT | ROMAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

SECONDARY
Poppins Light | Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

BODY COPY **Poppins** Light | Regular | Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890'?''"!"(%)[#]{}@}/&\<-+÷×=>®©\$€£·¢:;*

Script Font

Used sparingly for accents, Modernline adds a refined, handwritten touch. It should feel like a signature: subtle, expressive, and never overused.

Weight: Use Regular or Bold.

Size: 25pt and above is ideal for clarity

Hierarchy: Use as one or a few words in a title to elevate a headline or as a supporting detail. Be careful not to overpower.

Embellishments: Tails can be added to the start or end of a full title, not every word

Appropriate times to use: Romantic campaigns, seasonal campaigns, signatures, one or two words in a headline

REGULAR *modernline*
A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ' ? " ! (%) [#] { @ } / & \ < - + ÷ × = > ° \$ € £ · ¢ : ; **

BOLD *modernline*
A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ' ? " ! (%) [#] { @ } / & \ < - + ÷ × = > ° \$ € £ · ¢ : ; **

REGULAR *modernline tail*

BOLD *modernline tail*

Modernline is a purchased font with limited licenses and is unavailable to be shared.

Color Palette

Color is central to how Classic Vacations expresses its brand — refined, recognizable, and emotionally resonant. Our palette balances calm luxury with vibrant possibility.

Swatches

PRIMARY — Our core colors

Onyx for main text and key elements

Pearl for backgrounds

SECONDARY — Used to enhance key visuals

Swell adds vibrancy

Latte offers a grounded contrast

TERTIARY — For accents and elevated touches

Lush calms

Pamplemousse pops

Gold signals highest-end, 5-star products

ONYX

HEX: #25282C

CMYK: 75, 67, 60, 66

RGB: 37, 39, 44

PEARL

HEX: #FBF9F9

CMYK: 1, 1, 1, 0

RGB: 251, 249, 249

SWELL

HEX: #106E81

CMYK: 85, 37, 33, 21

RGB: 16, 110, 129

LATTE

HEX: #9A8478

CMYK: 40, 44, 50, 7

RGB: 154, 132, 120

LUSH

HEX: #A6BB9E

CMYK: 37, 16, 42, 0

RGB: 167, 187, 159

PAMPLEMOUSSE

HEX: #F3776A

CMYK: 0, 67, 54, 0

RGB: 243, 119, 106

GOLD

HEX: #C9B178

Color Usage

ONYX: Logos, main text, bold background.

PEARL: Neutral backgrounds

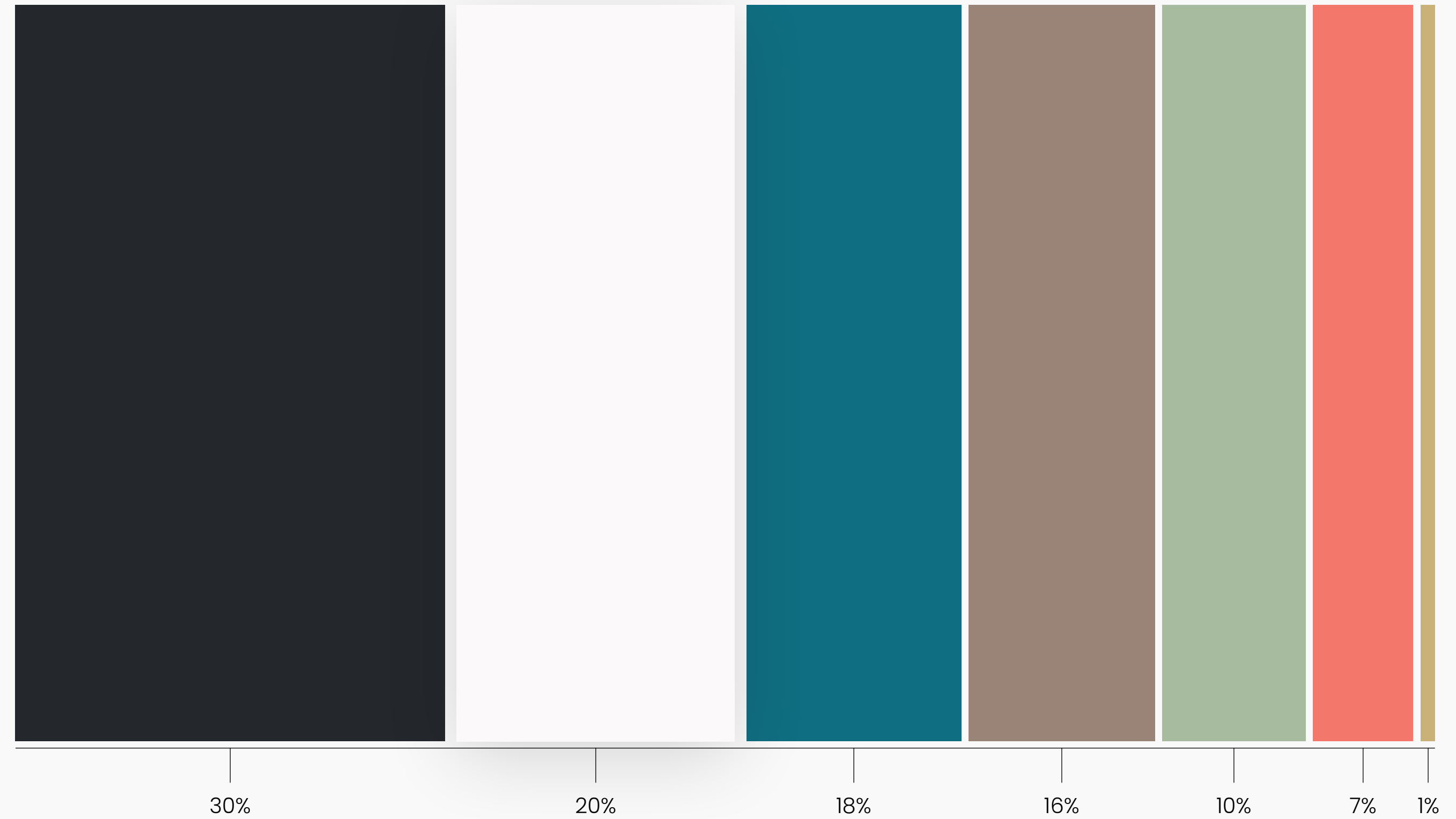
SWELL: Buttons, backgrounds, hyperlinks

LATTE: Buttons, borders, and footers

LUSH: Soft backgrounds and accents

PAMPLEMOUSSE: Highlights and underlines

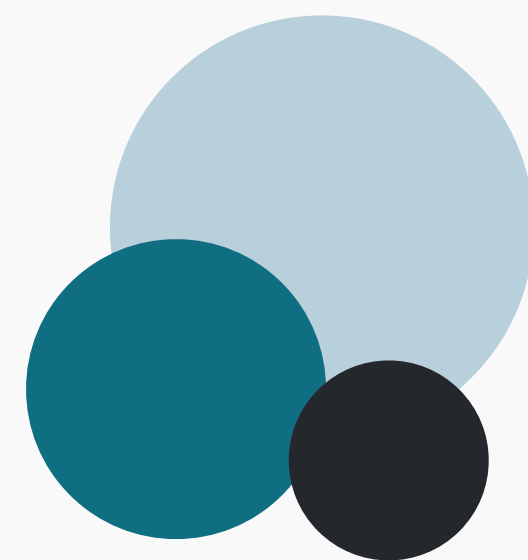
GOLD: Reserved for Classic's highest-end products, like preferred properties, European Riches Select campaign and the 5-Star Connoisseur newsletter



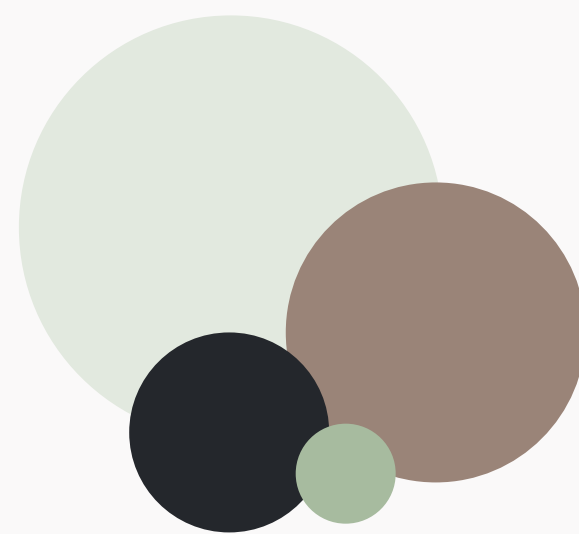
Pairings



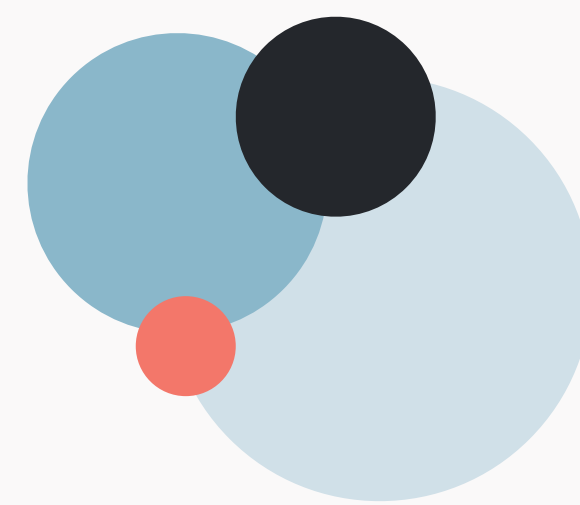
MODERN DIGITAL



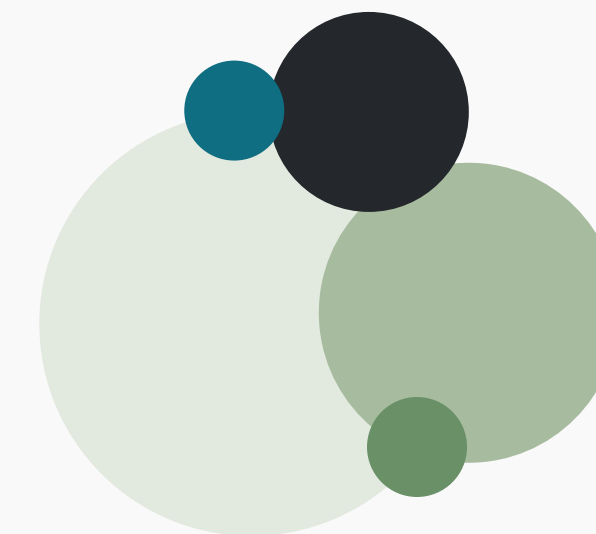
SERENE SIGNATURE



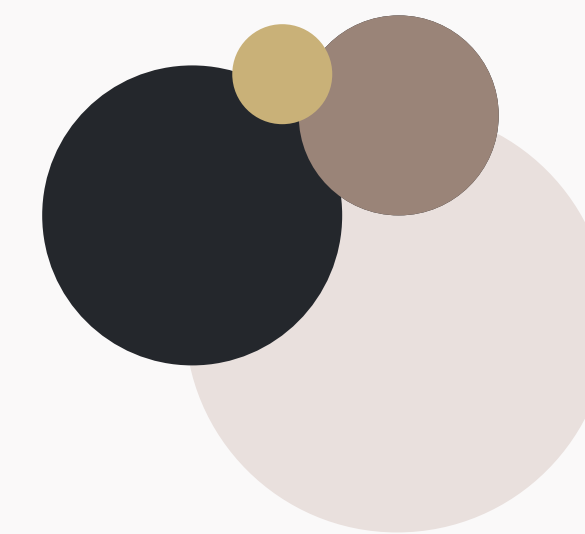
CALM PALM



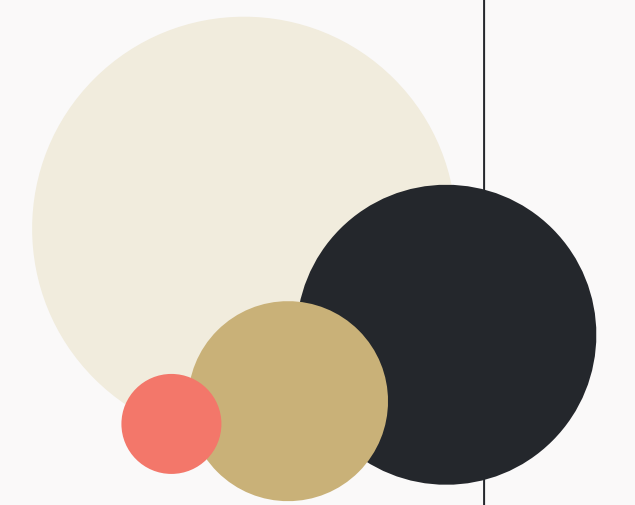
COASTAL SPOTLIGHT



FRESH PERSPECTIVE



EUROPEAN RICHES



GOLDEN HOUR



CLASSIC
*Vacations*TM