dib travel

PUBLIC EDITION

NORDIC FOREST · BRAND GUIDELINES

Brand Book

Logo, colour, type, the arch and imagery, and how partners, customers and press may use them.

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Contact	**press@dibtravel.com**

BRAND BOOK · PUBLIC EDITION 1.0

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INTRODUCTION

About This Book

Nordic Forest is the DIB Travel brand since November 2026. This book shows how our name, logo and other brand elements look, and how other companies may use them.

What Is New

AREA	WHAT APPLIES FROM NOVEMBER 2026
Logo	The dib travel logo stays. It now comes in three versions: horizontal, stacked and the mark.
Colour	Forest green #1E5A3D and its tints. Gold and red are used only to show status.
Shape	One graphic shape: the arch from the logo, used as rings in a corner or as a window.
Type	Poppins for headings, IBM Plex Sans for everything else.
Name	DIB Travel in text, with DIB in capitals. The lowercase dib travel only exists in the logo.

Who It Is For

Partners, customers, suppliers, agencies and journalists: anyone outside DIB Travel who shows our name or logo, or makes something together with us.

If a case is not covered here, ask before you design. Write to press@dibtravel.com.

No Longer Used

Old app green #30B053 and #34BC4D, navy #1C355B, teal, orange and violet, a separate colour per travel mode, and the fonts Roboto and Basic Sans Alt.

The new brand has been live since 9 November 2026. If you still show our logo in an older green, please replace it with the files from the logo package.

Five Rules To Remember

1. **Use the logo files.** Never retype, redraw or screenshot the logo.
2. **Do not change the logo.** Keep its shape, its colour and the clear space around it.
3. **Forest is the brand colour.** #1E5A3D, with white around it.
4. **Write DIB Travel.** DIB in capitals, two words.
5. **Ask when you are unsure.** Write to press@dibtravel.com before you publish.

INTRODUCTION

What It Is Built On

Accessible, simple and easy to extend. And made to stay clear for years.

Four Principles

Accessible by default.

Every approved colour pair meets WCAG AA; white on Forest reads at 8.1 : 1. Use the approved pairs and your text is readable without checking.

Simple and focused.

One colour, one shape, two fonts. Clear rules mean fewer choices, fewer mistakes and faster work.

A refresh, not a restart.

Same name, same logo, a green people still recognise. DIB, only more professional and timeless.

Easy to extend.

A small set of elements is easy to add to later, when we need something the brand does not have yet.

Details That Last

DETAIL	WHAT IT MEANS
Rounded corners	One small set of radii, from 3 px on tags to 16 px on photos. Soft and the same everywhere.
Clear fonts	Poppins for headlines, IBM Plex Sans for text. Open letters and even figures, readable on any screen.
White space	Fixed margins and spacing give content room. Pages feel calm and are quick to scan.
One calm colour	White does most of the work and Forest carries the brand. No trend colours that date quickly.
Line icons	One stroke weight and round ends, like the fonts. Clear even at small sizes.
Shared rules	Spacing, type, colours and corners live in one design system, so new pages line up with the old.

INTRODUCTION

Using Our Brand

What other companies may do with the DIB Travel name, logo and brand elements, and when to ask us first.

You May, Without Asking

- Show our logo to say that you work with us, as a customer, partner or supplier, when that is true.
- Use our name and logo in news and articles about DIB Travel.
- Use the logo files and press pictures we provide, unchanged.
- Link our logo to dibtravel.com.

Not Allowed

- Changing the logo: its shape, colour or wording. See page 11.
- Using our name or logo in your own company, product, domain or app name.
- Suggesting that we sponsor, endorse or certify something when we do not.
- Showing our logo larger than your own on your material.
- Using our logo in an older green.

Ask Us First

CASE	WHAT WE NEED TO SEE
Advertising and paid campaigns that show our logo	The draft and where it will run
Co-branded material: joint one-pagers, event material, shared pages	The layout with both logos
Printed goods, gifts and merchandise	A proof before production
The arch, the rings, our photos or our templates	What you want to make with them
Anything this book does not cover	A short description

Write to **press@dibtravel.com**. Nothing is approved until we have answered in writing.

The logo stays ours. The DIB Travel name and logo belong to DIB Services AB. Showing them gives you no rights to them. If we ask you to change or remove something, please do so without delay.

CHAPTER 01

Logo

One logo, dib travel, in three versions. The rules here keep it readable and recognisable everywhere it appears.

The Short Version

1. **Prefer the stacked logo.** Horizontal where height is limited, the mark only for icons.
2. **Forest on light, white on Forest.** Black only where colour is impossible.
3. **Keep clear space.** Half the logo height on every side.
4. **Respect the minimum size.** 22 px or 6 mm horizontal, 40 px or 12 mm stacked.
5. **Never change it.** No stretching, recolouring, effects or retyping.

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1.1 · LOGO

Versions

Both logos are official and can be used anywhere. Use the stacked logo as often as possible, and the horizontal logo where height is limited.



Stacked · Preferred

Use it as often as possible: covers, headers, Forest bands, mails, social profiles and signatures. The version with the claim is only for closing slides and back pages, never on covers.

dib-travel-stacked-forest · -white
dib-travel-stacked-claim-forest · -white
SVG and PNG



Horizontal

Where height is limited: slide footers, thin headers and narrow bands.

dib-travel-horizontal-forest · -white



Mark

dib on its own. Only for the app icon, favicon and social avatars, where the full name appears next to it.

dib-mark-forest · dib-mark-white

The logo is a drawing. It is always lowercase, dib travel, and always placed from the official logo files. Never type it out in a font, and never rebuild it from a screenshot.

1.2 · LOGO

Clear Space and Size

Keep half the logo height free on every side. Nothing enters that space: no text, no edge of the page, no arc.



Horizontal, h = logo height



Stacked, h = logo height

Minimum Size

VERSION	SCREEN	PRINT	BELOW THAT
Horizontal	22 px tall	6 mm tall	Use the stacked logo or the mark
Stacked	40 px tall	12 mm tall	Use the app icon
Mark	16 px tall	5 mm tall	Do not use

Next to Other Logos



1 **Keep the clear space.** At least half our logo height between the two logos.

2 **Similar size.** Neither logo is clearly larger than the other.

3 **Two logos, not one.** Never join them into a single mark or put a shared frame around them.

1.3 · LOGO

Colours

The logo is Forest on light backgrounds and white on Forest. That covers almost everything we make.



Forest on White

The default. Documents, slides, mails and the website.



White on Forest

Covers, brand slides, header bands and the back page.



Forest on Surface

Panels and page bands in #F2F4F1.



Black on White

Only where colour is impossible: one-colour print, stamps, fax.

Only these four.

The logo is never Leaf green, an old green, a gradient or a tint. It does not sit on busy photos or on Leaf. If the background is not white, Surface or Forest, change the background, not the logo.

1.4 · LOGO

Placement

Use either logo version and put it in any corner. As often as possible, use the stacked logo.



Top left | Top right | Bottom left | Bottom right

How To Place It

1	**Prefer the stacked logo.** Use it wherever it fits. The horizontal logo is for places with little height.
2	**Any corner works.** Choose the corner that suits the layout, and keep the page margin and clear space.
3	**Centred when the content is centred,** like the trip mail band. Otherwise, use a corner.
4	**Keep the clear space.** Half the logo height on every side, in every corner. See page 8.



The Claim Lockup

“Business travel made easy” sits beside the stacked logo after a thin divider. We use it on closing slides and back pages. Partners use the logo without the claim.

1.5 · LOGO

Misuse

The logo only works if it looks the same everywhere. These are the mistakes we see most often.



Do not stretch or squash it.



Do not rotate it.



Do not add shadows or effects.



Do not use old greens or other colours.



Do not place it on Leaf or low contrast.



Do not place it on busy photos.



Do not type it in a font.



Do not crowd it with text.

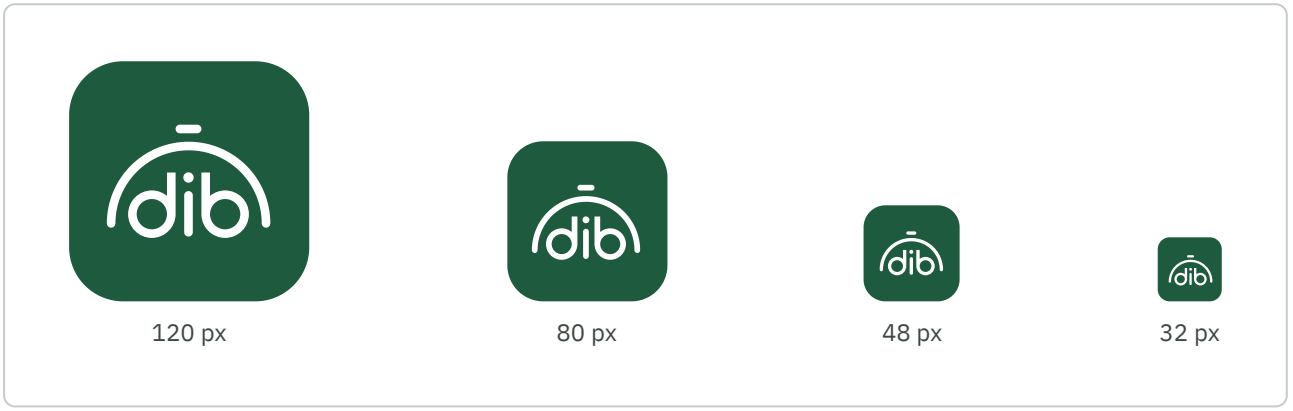


Do not use the mark as a document logo.

1.6 · LOGO

App Icon and Favicon

Where the space is too small for the full logo, the mark stands in. The name always appears next to it.





App Icon

White mark on a Forest square. The store or phone applies the corner mask; do not round the file yourself.



Social Avatar

The same icon, cut to a circle by the platform, for example on LinkedIn and in the support chat.



Light Version

Forest mark on white. Only where the background is forced white and the Forest tile is not possible.

Favicon

The Forest mark on a transparent background at 16, 32 and 48 px. Below 32 px the word travel is unreadable, so the full logo is never used as a favicon.

CHAPTER 02

Colour

One green carries the brand. Everything else is white, light grey and type, with two status colours that always come with words.

The Short Version

1. **Forest is the brand.** Logo, brand surfaces, buttons and links.
2. **Mostly white.** About 60% white and Surface, 30% Forest, 10% accents.
3. **Tints have a job.** Status, selected states and icon tiles. Not decoration.
4. **Gold and red mean status.** Waiting on a person, or an error. Always with words.
5. **Check contrast.** Use the approved text and background pairs.

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2.1 · COLOUR

Primary Colours

Forest, a darker Forest for depth, and two whites. Most of what we make uses nothing else.

BRAND COLOUR

Forest

The logo, brand surfaces, primary buttons and links.

HEX #1E5A3D
RGB 30 90 61

Forest 700

HEX #133D29
RGB 19 61 41

Hover and pressed states, the darkest chart series.

White

HEX #FFFFFF
RGB 255 255 255

Pages, cards and text on Forest.

Surface

HEX #F2F4F1
RGB 242 244 241

Panels, table headers and page bands.

For print.

We have not published CMYK and Pantone references yet. Until we do, match the HEX values and ask your printer for a proof.

2.2 · COLOUR

Supporting Colours

Lighter and darker greens, three neutrals for text and lines, and two status colours. Gold and red always come with words, such as “Cancelled”.

Greens

Leaf 400
#4DB36B
RGB 77 179 107
Highlights and chart accents. Never buttons or text.

Forest 200
#C6E2CC
RGB 198 226 204
Accent text on Forest, rings on Surface.

Forest 100
#EAF3EA
RGB 234 243 234
Good-news pills, selected rows, icon tiles.

Forest 600
#29684A
RGB 41 104 74
Outer rings on Forest. Never text.

Arc Inner
#327A57
RGB 50 122 87
Inner ring on Forest. Nothing else.

Neutrals

Ink
#070B08
RGB 7 11 8
Body text and headings.

Ink Soft
#3E4841
RGB 62 72 65
Secondary text, captions, footers.

Border
#C5CDC7
RGB 197 205 199
Hairlines, table rules, dividers.

Status

Gold
#E4B04A
RGB 228 176 74
Waiting on a person: approvals, missing details.

Gold 100
#FBF1D9
RGB 251 241 217
Background of a waiting pill.

Gold Ink
#8A5A0E
RGB 138 90 14
Text on Gold 100.

Red
#A32121
RGB 163 33 33
Errors and cancellations.

Red 100
#F4E6E6
RGB 244 230 230
Background of an error pill.

2.3 · COLOUR

Using Colour

Mostly white, clearly green, and colour that always means something.

Proportions



The last 10% is also green: Forest 700, Leaf or a tint. On a typical document page Forest is only the logo, the headings and a few rules.

Text On Colour

Aa
✓ **White on Forest**
8.1 : 1

Aa
✓ **Forest on white**
8.1 : 1

Aa
✓ **White on Forest 700**
12.2 : 1

Aa
✓ **Forest 700 on Forest 100**
10.7 : 1

Aa
✓ **Ink on Leaf**
7.5 : 1

Aa
✓ **Gold Ink on Gold 100**
5.3 : 1

Aa
✓ **Red on Red 100**
6.2 : 1

Aa
✗ **White on Leaf**
2.6 : 1 · too low

Accent On Forest

CHAPTER 02

One sentence to remember.

Supporting line · November 2026

On Forest, **Forest 200** is the accent: eyebrows, labels, one highlighted word, supporting lines, quote marks and short rules. Titles and body text stay white. Never use Leaf or Forest 600 for text on Forest.

✓ **Forest 200 on Forest** 5.9 : 1

Where Tints Belong

Forest 100 and Forest 200 mark something: a status pill, a selected row, an icon tile, rings on Surface. Do not put text boxes, quotes or sections on a green tint to make them look designed. Use white with a Forest rule, or Surface, instead.

No Longer Used

Old app green
#30B053

Old arc green
#34BC4D

Navy
#1C355B

Also teal, orange, violet and a colour per travel mode.

CHAPTER 03

Typography

Two free typefaces: Poppins for headings and IBM Plex Sans for everything else. Both support all Nordic characters.

The Short Version

1. **Poppins for headings.** Bold 700 with −2% letter spacing.
2. **IBM Plex Sans for the rest.** Body text, tables, labels, buttons and numbers.
3. **Title Case in documents.** Sentence case on slides, in mails and in the product.
4. **Tabular figures for numbers.** Prices, times and codes line up in columns.
5. **Both fonts are free.** Get them from Google Fonts under the SIL Open Font License.

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3.1 · TYPOGRAPHY

Poppins

Our heading typeface. Geometric and round, it echoes the arch in the logo.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÅÄÖØÆ
abcdefghijklmnopqrstuvwxyz åäöøœ
0123456789 € % & ?

Bold 700	**Business travel made easy**
SemiBold 600	**Your trip is booked**
Medium 500	Business travel made easy

Use It For

USE	WEIGHT	SETTING
Titles and headings	Bold 700	−2% letter spacing, tight line height
Sub-headings and quotes	SemiBold 600	−2% letter spacing
The claim	Medium 500	Only in the claim lockup
Large figures in documents	Bold 700	Tabular figures

3.2 · TYPOGRAPHY

IBM Plex Sans

Our text typeface. Clear at small sizes, in tables and on screens.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÅÄÖØÆ
abcdefghijklmnopqrstuvwxyz åääöøæ
0123456789 € č ć đ š ž

Regular 400	Flights, rail, hotels and taxis
Medium 500	Stockholm C → Göteborg C
SemiBold 600	**Waiting for your approval**
Bold 700	**08:45 → 11:20 · 9 598 SEK**

Use It For

USE	WEIGHT	SETTING
Body text	Regular 400	15/20 in documents
Labels, table heads, buttons	SemiBold 600	Eyebrows in capitals, +8% spacing
Emphasis in text	Bold 700	A few words, never whole paragraphs
Prices, times, codes	Regular or Bold	Always tabular figures

3.3 · TYPOGRAPHY

Type Scale

The sizes we use in documents, slides and mails. If you make material together with us, keep to them.

Documents, A4

Heading 1	**Poppins 27/34**	**Travel Policy 2027**
Heading 2	**Poppins 19/24**	**1. Booking Flights**
Heading 3	**Poppins 15/20**	**Economy and Premium**
Body	**Plex 15/20**	Book through DIB Travel at least 14 days ahead.
Footer	**Plex 12/16**	DIB Travel · dibtravel.com · Version 1.0

Slides

SLIDE ELEMENT	SIZE ON 1920 × 1080
Cover title	Poppins Bold 120 px
Statement slide	Poppins Bold 112 px
Talk headline	Poppins Bold 72–88 px
Text slide title	Poppins Bold 52 px
Body and footer	Plex 28 px · 24 px

Platform Mails

MAIL ELEMENT	SIZE AT 600 WIDE
Headline	Poppins Bold 22–28 px
Body	Plex 15/23 px
Button	Plex SemiBold 14 px
Labels and pills	Plex SemiBold 12 px
Footer	Plex 12 px

When Our Fonts Are Missing

WHERE	WHAT HAPPENS
Word and PowerPoint	Install both fonts from Google Fonts first, or Office swaps them.
Mail	Falls back to Segoe UI, then Helvetica, then Arial.
PDF	Embed both fonts, with Latin Extended for č ć đ š ž.

3.4 · TYPOGRAPHY

Our Name and Formats

How we write the company name, and how dates, times, prices and numbers look in everything we publish.

Write It Like This

- DIB Travel
- dibtravel.com
- DIB Services AB
- support@dibtravel.com

DIB Travel in text, dibtravel.com for the web address and DIB Services AB in legal text. The lowercase dib travel only exists in the logo.

Not Like This

- DiB Travel
- DIBTravel
- Dib-Travel
- DibTravel.com
- DIBTRAVEL.COM
- dib travel (in running text)

Formats

ITEM	WRITE	NOT
Date	21 Oct 2026 · Wed 21 Oct	10/21/26, 21.10.2026 in running text
Time	06:04 · 08:45 → 11:20	6.04 am
Amounts	9 598 SEK · €61	SEK 9,598.00
Phone	+46 10 888 70 62	010-8887062
Routes	Stockholm C → Göteborg C	Stockholm - Göteborg
Headings	Title Case in documents, sentence case elsewhere	ALL CAPS headings

CHAPTER 04

The Arch

Our only graphic shape. It comes from the curve in the logo and is used in two ways: as rings in the corner of a Forest area, or as a window around one photo.

The Short Version

1. **Three rings, one stroke.** Radii of 3.5, 5.5 and 7.5 strokes, so every gap is one stroke wide.
2. **Centre them on an edge.** The top or bottom edge, set in from the side by 1.75 strokes.
3. **Single or double.** One set opposite the text, or two in opposite corners around centred content.
4. **Keep them clear.** Never behind the logo or text, never on a photo.
5. **One motif per piece.** Rings or a window, never both.

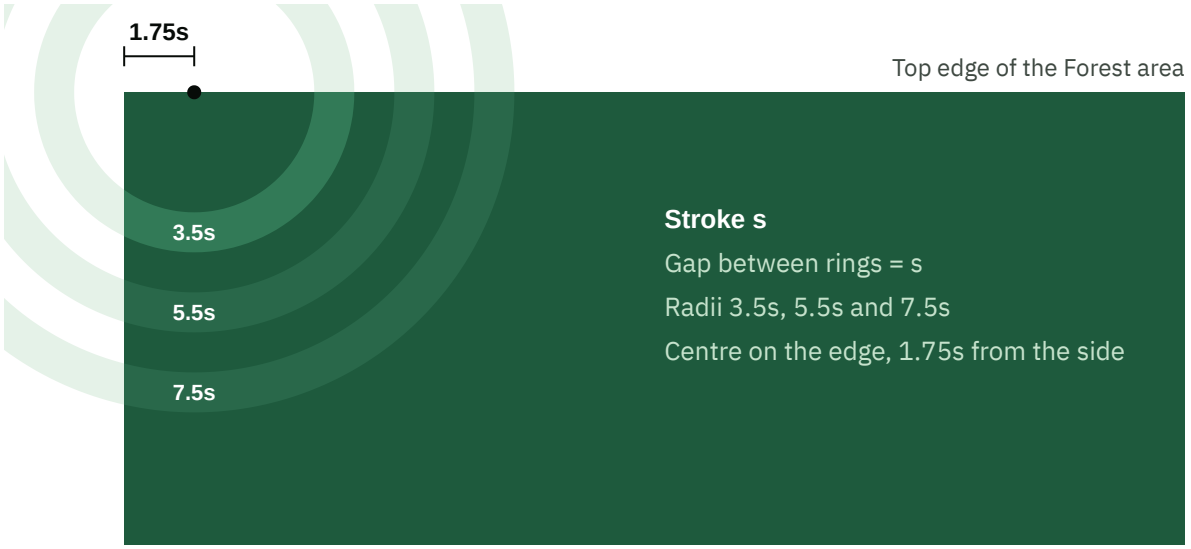
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4.1 · THE ARCH

Construction

Three rings with one stroke width s and radii of 3.5s, 5.5s and 7.5s, centred on the top or bottom edge near a corner.



Taken From the Logo

The rings repeat the round curve and the round line ends of the arch inside dib. They are full circles: the edges of the Forest area cut them, so each set reads as rings running off a corner.

Sizes In Our Formats

FORMAT	STROKE S	RADII	INSET
Mail band, 600 × 168	18 px	63 · 99 · 135	32 px
A4 band: one-pager, chapter	24 px	84 · 132 · 180	42 px
A4 page: cover, title page	32 px	112 · 176 · 240	56 px
Slide, 1920 × 1080	52 px	182 · 286 · 390	91 px

Inset is the distance from the side edge to the centre of the rings. Use the ring files we send you; do not redraw them by eye.

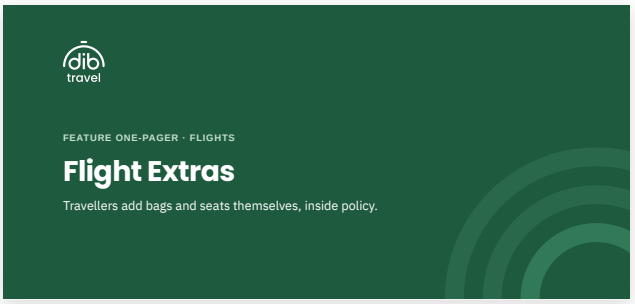
4.2 · THE ARCH

The Rings

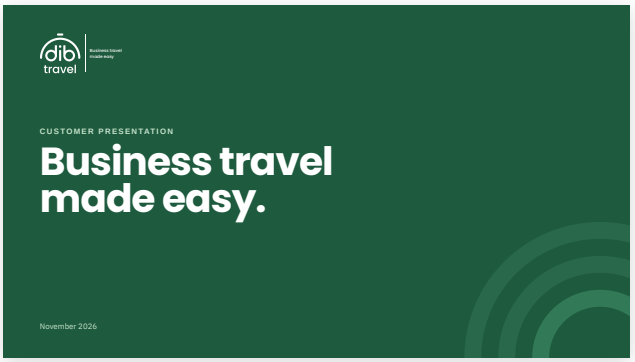
Rings in the corner of a Forest area are how we use the arch as a pattern: single in one corner, or double in two opposite corners.



Double · Trip mail band. The reference for this pattern. One set hangs from the top edge on the left, one stands on the bottom edge on the right, and the logo sits in the clear middle. s = 18.



Single · One-pager band. Bottom right, opposite the title. s = 24.



Single · Slide cover. Bottom right, opposite the title. s = 52.

Single or Double

1. **Double** when the content is centred: one set top left, one set bottom right.
2. **Single** when the text is left-aligned: one set in the corner opposite the text, usually bottom right.
3. **Clear of content.** The rings never run behind the logo, a title or body text.
4. **One colour set on green.** Always as shown above. No other colours, no multicolour rings.

Colours

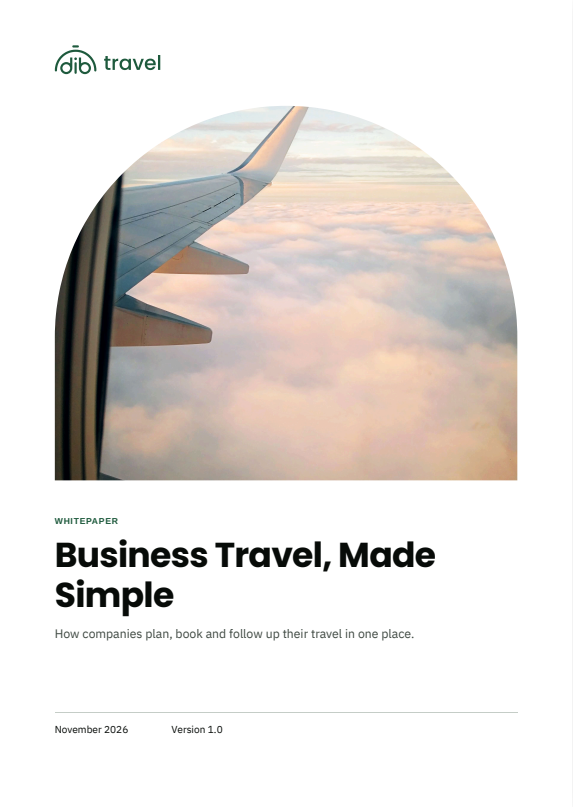
GROUND	OUTER TWO	INNER
Forest	Forest 600	Arc Inner
White	Forest	Forest
Surface	Forest 200	Forest 200

Forest is the normal ground and its colours never change. The light versions are for rare cases.

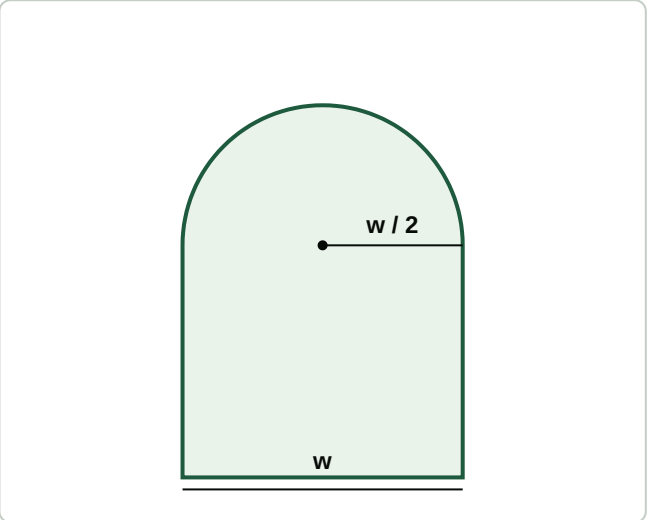
4.3 · THE ARCH

The Window

The arch closed into a frame for one photo, like a plane window or a station entrance.



Whitepaper cover. The window as the cover image.



1. **Full semicircle on top.** The radius is half the width.
2. **Straight sides, flat bottom.** No border, shadow or frame.
3. **The photo fills it.** A label goes in a white pill, never as text on the photo.
4. **One window per piece.** Never on a page or slide with rings.



Cover With Window

On slides the window stands on the bottom edge. In documents it sits on the text column and keeps its margins.

4.4 · THE ARCH

Misuse

The rings only read as ours when they follow the construction. These are the common mistakes.



Do not use four rings, or two.



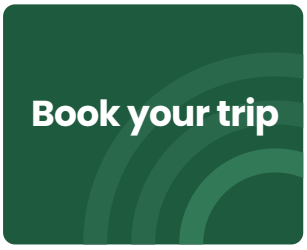
Do not mix stroke widths.



Do not move the rings away from the corner.



Do not float the rings inside the area.



Do not run rings behind text.



Do not draw rings on photos.



Do not line arches up in a row.



Do not combine rings and a window.



Do not crop them so only slivers show.



Do not scatter sets of rings around.



Do not overlap two sets of rings.



Do not stretch or squash the rings.

CHAPTER 05

Imagery and Icons

Approved photos of real trips, line icons in Forest, and one animation.

The Short Version

1. **Only approved photos.** We choose every photo; ask us for the ones you need.
2. **Real moments of a trip.** Trains, buses, streets, cities, planes and people on the move.
3. **Natural colour.** No filters, black and white or duotone.
4. **Keep photos clear.** No text or rings on a photo, and no logo on a busy one.
5. **Open line icons.** One stroke weight, round ends, no fills.

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5.1 · IMAGERY

Photography

These photos set the standard. If you make something together with us, we send you the photos to use.



The city you arrive in. Wide slides and page headers.



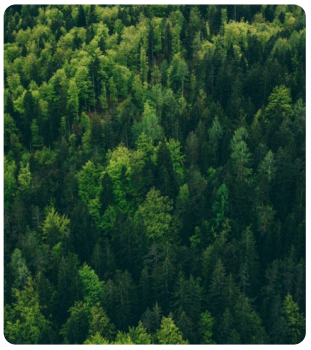
The view from your seat. Covers and windows.



Moving through a city. Slides and posts.



Sky. Windows and quote slides.



The forest outside. Rail and covers.

How We Use Photos

1. **Only approved photos.** DIB Travel material shows only photos we have approved. No other stock, no web images, no AI images.
2. **Pick a real moment of a trip.** Trains, buses, streets, cities, planes and people on the move.
3. **Use them as they are.** Natural light and colour, no filters or effects.
4. **Rounded corners in documents.** 6 px on A4, 16 px on slides. Edge to edge has none.

5.2 · IMAGERY

Photography Misuse

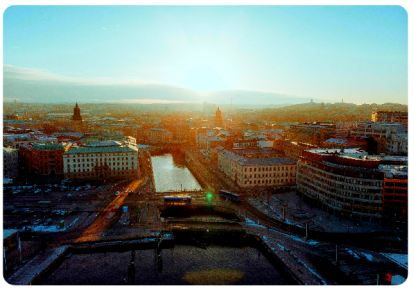
Photos are used as they are: no treatments, no text or rings on top, and no logo on a busy photo.



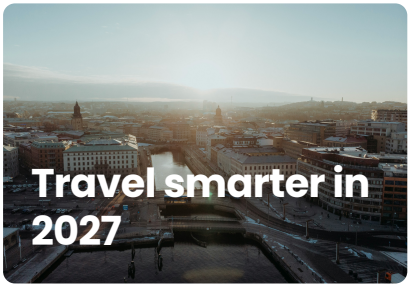
No black and white.



No duotone or colour washes.



No heavy saturation or effects.



No headlines on photos.



No logo on busy photos.



No frames, panels or tilted prints.

Never In Our Material

- Photos from other stock sites
- Images found on Google or social media
- AI-generated images
- Screenshots of other companies' material

Need a Photo?

Pictures for press use come with our press kit. For anything else, write to press@dibtravel.com. Please do not copy the photos out of this book.

5.3 · ICONS AND MOTION

Icons and Motion

Open line icons from the design system, and a single animation taken from the arch.

search policy check home chat user

bell file cart headset calendar

TOPIC	RULE
Drawing	24 px grid, stroke 1.8, round caps and joins, no fills. Stroke 2 in small tiles.
Colour	Forest for feature icons. Ink in navigation, Forest when active.
Tiles	Feature lists may put the icon on a Forest 100 tile, 34 or 40 px. Nowhere else.
New icons	Draw them in the same open line style. Never filled, two-tone or emoji.



Motion

Sonar is our only animation. Arcs from the logo pulse outward in a two-second loop. Use it while the product searches or loads. With reduced motion, show one still arc.

Everything else moves very little: colour changes on hover in about 120 ms. No bounce, no zoom. The logo never moves.

CHAPTER 06

The Brand in Use

The rules in this book, applied: in the product, in what we send and in what we publish.

The Short Version

1. **Product.** Web platform, app and Help Center share one look.
2. **Mails and PDFs.** One frame for everything the platform sends.
3. **Marketing.** Website, posts and whitepapers use the same few elements.
4. **Slides and documents.** One set of templates for what we write and present.
5. **Working with us.** Logo files, press pictures and who to ask.

IN THIS CHAPTER

In the Product 32

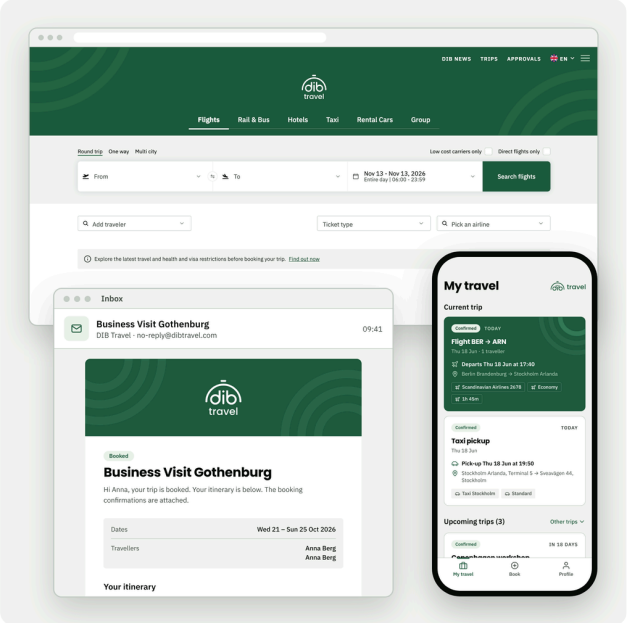
In Marketing 33

Logo Files and Contact 34

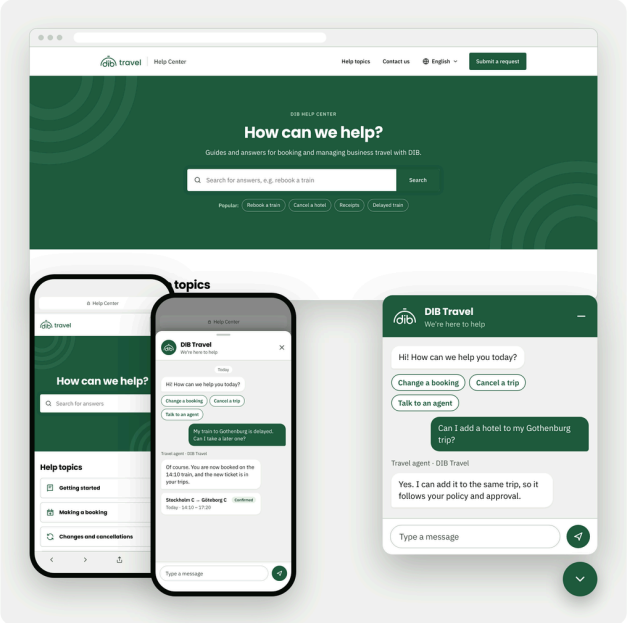
6.1 · IN USE

In the Product

The booking platform, the app, the mails we send and the Help Center share one frame, one green and the same two fonts.



Platform, mail and app. Search on the web, the confirmation in the inbox, the trip in the app.



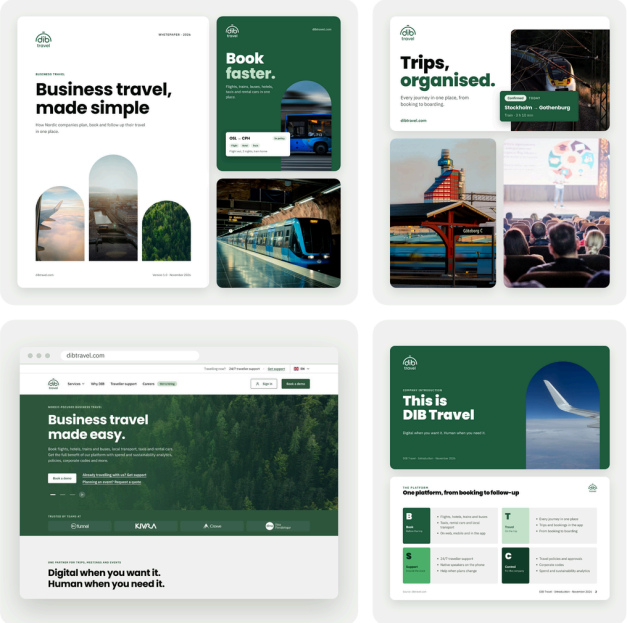
Help Center and chat. Guides on the web and a travel agent in the chat.

ELEMENT	WHAT YOU SEE
Frame	White pages on a light grey ground. A Forest band with the logo and rings opens the booking platform, the Help Center and trip mails.
Colour	Forest for buttons, links and the active tab. Tints only name a status, always with words such as “Confirmed”.
Type	Poppins for the one headline, IBM Plex Sans for everything else.
Logo	The stacked logo in headers and mail bands, the mark as the app icon.
Corners	Rounded, on cards, buttons, fields and photos.
Showing it	When you show our product, use real screenshots. Do not redraw, recolour or restyle the screens.

6.2 · IN USE

In Marketing

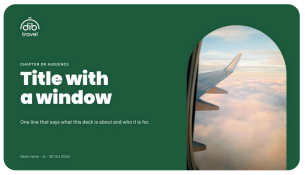
What we publish and present uses the same few elements as the product: the logo, Forest, the arch and one photo at a time.



Whitepaper, posts, website and slides. The same logo, green and photos everywhere.



Title. Forest with rings.



Title with a window. One photo in the arch.



Statement. One word in Forest 200.



Closing. Double rings, logo with claim.

FORMAT	WHAT YOU SEE
Website	A Forest opening with one photo, white pages below. The claim “Business travel made easy” as the headline.
Social posts	Forest or white, one message, one motif: the rings or a photo in the window.
Whitepapers	A4, the stacked logo top left, a Forest band or photo windows on the title page.
Slides	Title and closing slides on Forest with rings, content on white. The claim only on the closing slide.
Photos	Real moments of a trip, with rounded corners. More trains, buses and cities than planes.

6.3 · IN USE

Logo Files and Contact

All logo files come as SVG and PNG. Ask press@dibtravel.com for the logo package and for press pictures.

Logo Files

FILE	USE IT FOR
dib-travel-stacked-forest · -white	The preferred logo. Forest on light backgrounds, white on Forest.
dib-travel-horizontal-forest · -white	Where height is limited: footers, thin headers, logo rows.
dib-mark-forest · -white	Icons and avatars only, where the name appears next to it.
dib-travel-stacked-black · -horizontal-black	One-colour print only.

Company Facts

FACT	WRITE IT LIKE THIS
Legal name	DIB Services AB
Org. no.	559036-8758
Postal address	Box 6067, 102 31 Stockholm, Sweden
Claim	Business travel made easy

Who To Ask

QUESTION	ASK
Brand, logo files and press	press@dibtravel.com
Sales and demos	sales@dibtravel.com
A trip or a booking	support@dibtravel.com
Urgent help on a trip	+46 10 888 70 62

Before You Publish

1. **The logo comes from our files.** Not retyped, redrawn or taken from a screenshot.
2. **It has its clear space.** Half the logo height on every side, and at least the minimum size.
3. **It is Forest or white.** Forest on white or light grey, white on Forest.
4. **The name is written DIB Travel.** In running text, captions and headlines.
5. **We have seen it,** if it is one of the cases on page 5.

ABOUT DIB TRAVEL

We are the Platform for the digitally native traveler. We make business travel the easiest it has ever been through market leading platform, service and event experiences.

Questions about this book or our brand: **press@dibtravel.com**

Web
dibtravel.com

Press and brand
press@dibtravel.com

Traveller support
+46 10 888 70 62

dib travel

Business travel made easy

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