

BIBLIO-GLOBUS CORPORATE IDENTITY STYLE

2017

# COMPANY'S IMAGE



**Biblio·Globus**

TOUR OPERATOR





- 1 *Smile! It costs nothing but creates much.*
- 2 *Be punctual! Be on time for a meeting with guests, if possible, come 20 minutes earlier. Be a good listener (even if it is not interesting for you) and spare no time for face-to-face interaction.*
- 3 *Recognise your guests at all times and in all places. Be first to greet the guests! Don't forget to ask them how are they doing.*
- 4 *Be polite and patient with guests. Refer to them by name.*
- 5 *Pay attention to every guest but don't make other guests feel neglected.*
- 6 *Don't lie to and misinform the guests. If you do not know how to answer their questions give them a promise to get to know and inform them as soon as possible.*
- 7 *Take due care to claims of guests. Be thoughtful of any guests situation as it may be important for them.*
- 8 *Don't blame and discuss your colleagues, the company, hotel staff in the presence of guests.*
- 9 *Always keep your promise. Don't promise anything you can't fulfil.*



- 10 *Treat others as you would want them to treat you.*
- 11 *When selling or advertising an excursion, don't show your profound interest in it.*
- 12 *All your work will be highly appreciated.*
- 13 *The most important thing for a guide is grateful tourists.*



# EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## General standards applied to all Biblio-Globus staff



### Smoking

Smoking is not permitted in any public place (airport, hotel territory, during the excursion program) whilst in uniform and in front of guests



### Eating and drinking

Whilst in uniform employees must not eat and drink alcohol, chew gum in front of guests.

Employees may eat and drink soft drinks in either a café or restaurant, during info meetings.



### Uniform care

Employees' uniform should fit.

Employees must always look neat.

Gumshoes, sport shoes, flip flops, boots, muddy shoes are not allowed too;

The uniform must be freshly laundered and neatly pressed.

Worn out and faded clothing must be promptly requested for change from manager by employees.





# TPEEMPLOYEES APPEARANCE REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## General standards applied to all Biblio-Globus staff



### Name badges & pins

Charity badges, ribbons, lapel pins etc. are not permitted.  
Only corporate name badges can be worn. Badges must be worn over the top of clothes.



### Whist working with guests, guide is not allowed to:

- use bad words or slang;
- turn off the mobile phone or reject calls;
- dispute with guests;
- be rude to tourists;
- enter guest rooms;
- have sex with tourists.





# FEMALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR



## Make-up

Make-up should enhance natural features and create a fresh natural appearance.

Tinted moisturiser/ self-tan can be used if it matches the skin tone.

Eye shadows should be applied to give a natural look.  
No glitter or bright colour eye shadows are permitted.

Eyeliner should be applied neatly. No glitter or bright colours permitted.

Lipsticks or lip-glosses should be in nude/natural colours and suit the skin tone and the uniform. Bright colours are not permitted.



## Nails

Nails should be always clean and nicely shaped. Nail extensions' length should let you work.

Nail and gel polish must have good coverage and must not chipped.  
Pastel polish colours are allowed: pale-pink, light-brown, beige or clear.  
French manicure is permitted. Nail art and designs are not permitted.







# FEMALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR



## Hair

Hair must be clean, combed and well blown out.  
Hair styles must be flattering to face.

Long hair should be worn either in a bun, braid or ponytail.  
Bunches, twin plaits and high side ponytails are not permitted.

Wigs and hair extensions are not permitted.  
Bangs should not cover eyes. Excessive use of hair products is not allowed.



## Hair Colour

Hair colour should be in natural tone and complete a professional look.  
Acceptable colours are: shades of black, brown, blonde and red.

Regrowth should not be visible. Acid, unnatural and complex hair colours are not permitted.





# FEMALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR



## Hair Accessories

Plain elastic hair bands are allowed, but must match hair colour or be navy, black. Scrunchies should not be thicker than 1 inch / 2.5cm, should match hair colour or be navy, plain, black.

Hair grips must match hair colour or be navy, plain, black.  
No rhinestones or coloured hair clips are acceptable. Alice bands are acceptable, but must match hair colour or be navy, plain, black.  
Crocodile clips can be worn but should match hair colour or be navy, plain, black.



## JEWELLERY:



## Rings

Maximum amount of rings are permitted to be worn are two(wedding and engagement rings are classified as one).

Silver or gold classical style rings are permitted only.  
Thumb rings are not permitted.



## Necklaces

A thin fine chain is allowed to be worn – this must not be visible whilst in uniform.







# FEMALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## JEWELLERY:



### Bracelets

Bracelets, bangles, charity bracelets, and friendship bands are not permitted.



### Earrings/ piercings

Single stone diamond, pearl, silver or gold (circular or square) studs, of no more than 0.5 inch / 1cm diameter are permitted.  
Maximum of one earring per ear and should be worn in the lower earlobe.

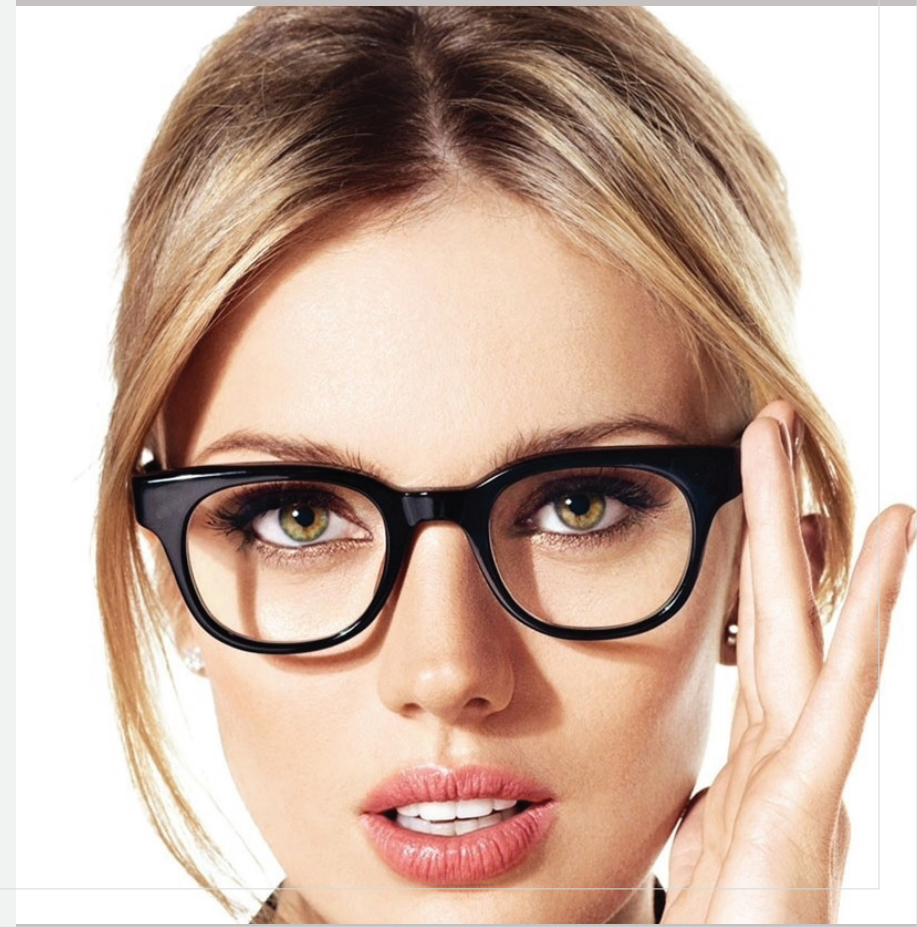
Other facial piercings including tongue, nose, eyebrow or tooth jewellery are not permitted whilst in uniform.



### Glasses/Contact lenses

Glasses must complete a professional look. Glasses' frame colour must match uniform (navy or black). When wearing coloured or tinted contact lenses the resulting eye colour must be natural.

Sunglasses should not be worn or displayed while on duties indoors, but are permitted outdoors, in the tour bus, when sat in front row in front of windscreen.







# FEMALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR



## Watch

Watches should be classic style with a strap no thicker than 1 inch / 2.5cm in gold, silver, navy, brown or black leather.

The watch face should be no larger than 1.5 inches / 4cm.



## Tattoos

Tattoos must be covered. All of tattoos must not be visible when wearing shorts, polos and t-shirts.





# MALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR



## Hair

Hair must be clean, combed and well groomed.  
Excessive use of hair products is not allowed.



## Colour

Hair colour should be natural in tone and must promote a professional image. Acceptable colours are tones of black, brown, blonde and red. Re-growth from dyed or tinted/highlighted hair should not be visible. Severe and dramatic colouring or two toned hair is not permitted.

Wigs and hair extensions are not permitted.



## Facial hair

Beards, moustaches, goatees and sideburns are not permitted.



## Make-up

Using make-up is not permitted, but concealer, tinted moisturiser and self-tan are permitted.





# MALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR



## Nails

Nails should always be neatly cut and clean. Nail polish is not permitted, even transparent.

## JEWELLERY:



## Rings

Maximum amount of rings are permitted to be worn are two (one on each hand). Only silver or gold.

Oversized, fashion, heavy and thumb rings are not permitted.



## Chains

A thin fine chain is allowed to be worn – this must not be visible whilst in uniform.



## Bracelets

Charity bracelets or friendship bands must not be worn whilst in uniform.







# MALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR



## Earrings/ piercings

Earrings and facial piercings are not permitted, including tongue.



## Glasses / Contact lenses

Glasses must complete a professional look. Glasses' frame colour must match uniform (navy or black). When wearing coloured or tinted contact lenses the resulting eye colour must be natural.

Sunglasses should not be worn or displayed while on duties indoors, but are permitted outdoors, in the tour bus, when sat in front row in front of windscreen.



## Watch

Watches should be in classic style with a strap not thicker than 1 inch / 2.5cm in gold, silver, navy, brown or black leather.

The watch face diameter should not be larger than 1.5 inches / 4cm.





# MALE EMPLOYEES APPEARANCE REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR



## Tattoos

Tattoos must be covered. All of tattoos must not be visible when wearing shorts, polos and t-shirts.





# FEMALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Summer season



### Transferrer and Tour Guide Headwear

Corporate snapbacks are only allowed.

At the beginning of the season one corporate snapback is given.

Snapbacks must always be clean.



### T-Shirt

Only corporate short sleeved t-shirts are allowed.

T-shirt should not be worn inside the skirt or trousers.

At the beginning of the season 3 corporate T-shirts are given.

Underwear should be a colour that is not visible through the blouse.

Please note that white underwear tends to be visible, so it is not recommended, we recommend nude/ tan colour underwear or a colour that matches your skin tone.



### Formal/Informal Skirt/Informal trousers

Trousers must sit on the hip (not the waist). Navy or blue trousers are permitted. Skirt hemline must be 5 cm below the knee. Navy or blue skirts are permitted.

The uniform must be clean, ironed and properly finished.  
Pockets not to be overfilled.





# FEMALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Summer season



### Neck-handkerchief

Ties, neck-handkerchieves are not allowed.



### Belt

Belts of classic style can only be worn.



### Name badge

Name badge must be worn on the neck using a corporate shoelace lanyard. At the beginning of the season 1 name badge is given. Badge must be clean. Corporate shoelace lanyard must always be clean. Must be changed when needed.

Badges must be removed before uniform laundry.







# FEMALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Summer season



### Hosiery

Skin coloured tights can be worn only 20 den maximum.



### Shoes

Plain, black shoes should be worn with informal trouser, informal skirt and T-shirt.  
Slip on and open-toe shoes are allowed. Up to 5 cm heel is permitted.

Shoes should be in a plain design with no buckles or decorations.  
Shoes should be clean, well-polished and in a good state of repair at all times.  
Gumshoes and sport shoes are not allowed. Worn out shoes are not permitted except for tour guides conducting an excursion in the mountains or at the seaside.



### Bag/Backpack

Only corporate backpacks or messenger bags are permitted of navy colour.  
At the beginning of the season 1 corporate backpack/bag is given.

Corporate backpack/messenger bag must always be clean.  
When worn out backpacks/bags must be changed







# MALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Summer season



### Transferman and Tour Guide Headwear

Corporate snapbacks are only allowed.

At the beginning of the season one corporate snapback is given.

Snapbacks must always be clean.



### T-Shirt

Short sleeved corporate T-shirts are only allowed.

At the beginning of the season 3 corporate T-shirts are given.

T-shirt must be clean, ironed and properly finished.

T-shirt should not be worn inside the shorts or trousers.



### Ties

Ties are not allowed.



### Informal Trousers

Trousers must be of navy or blue colour.

Trousers must be clean, neatly ironed.

Pockets must not to be overfilled.





# MALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Summer season



### Informal shorts

Shorts must be in navy or blue colour. Shorts hemline must be 5 cm below the knee.



### Belt

Only classic style belts can be worn.  
Belt should always be worn with the trousers or shorts.



### Name badge

Name badge must be worn on the neck with a corporate lace.  
At the beginning of the season 1 name badge is given. Badge must be clean.

Corporate lace must always be clean. Should be changed when needed.

Badges must be removed before uniform laundry.





# MALE UNIFORM REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR

## Summer season



### Socks

Only black socks are permitted.



### Shoes

Plain, black shoes should be worn with informal trouser, informal skirt and T-shirts.

Shoes colour must match trousers' or shorts' colour. Shoes should be in a simple design with no buckles or decorations.

Shoes should be clean, well-polished and in a good condition of repair at all times. Gumshoes and sport shoes are not allowed. Worn out shoes are not permitted except for tour guides conducting an excursion in the mountains or at the seaside.



### Bag/Backpack

Only corporate backpacks or messenger bags are permitted of navy colour. At the beginning of the season 1 corporate backpack/bag is given.

Corporate backpack/messenger bag must always be clean. When worn out backpacks/bags must be changed.



# AIRPORT, HOTEL TEAM AND TOUR GUIDES UNIFORM REQUIREMENTS



## Summer season

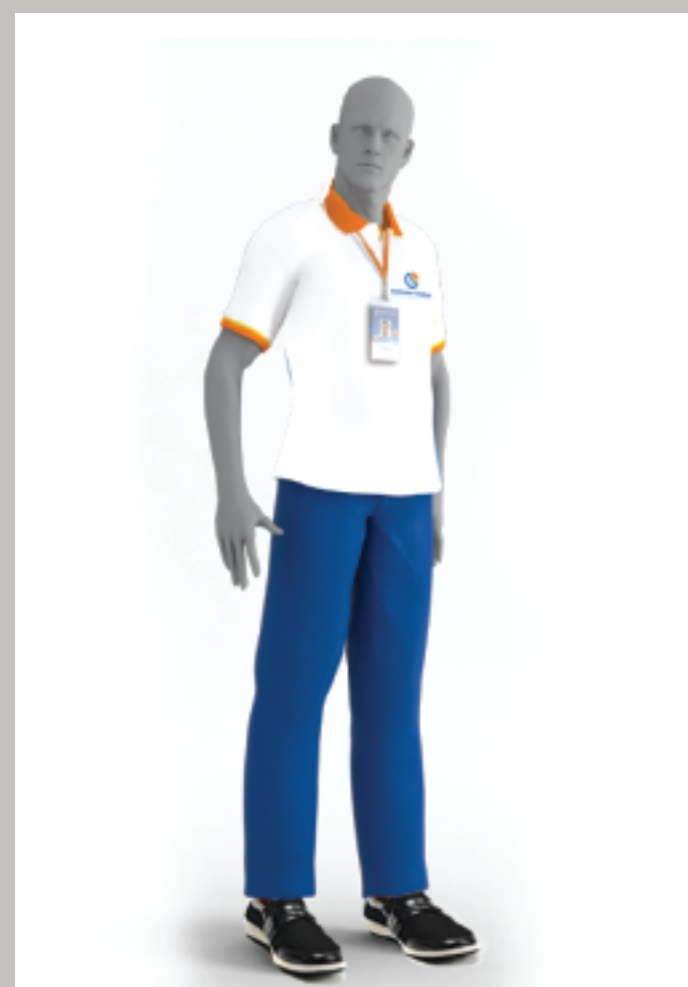


Female uniform



Male uniform

## Summer season







# FEMALE UNIFORM REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR

## Winter season



### Fleece jacket

Corporate long-sleeve fleece jackets are permitted.  
Jacket should not be tucked into trousers or jeans.  
At the beginning of the season one corporate fleece jacket is given.  
Underwear should not be visible through the jacket.



### Thickened coat

Corporate long-sleeved thickened coat are permitted.  
Clothes must be clean and neat.  
Pockets must not be overfilled.



### Scarf

Only corporate scarf is permitted.



### Headwear

Corporate headwear is allowed.





# FEMALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Winter season



### Informal trousers/jeans

During winter season trousers or jeans must be worn and should sit on the hip (not the waist).

Colours: navy or blue.  
Pockets must not be overfilled.



### Ремень

Only classic style belts can be worn.  
Belt should always be worn with trousers.



### Name badge

Name badge must be worn on the neck using a corporate lace. At the beginning of the season 1 name badge is given. Badge must be clean.

Corporate lace always must be clean. Should be changed when needed.  
Badges must be removed before uniform laundry.





# FEMALE UNIFORM REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR

## Winter season



### Socks

Only black socks are permitted.



### Shoes

Black, navy or blue shoes can be worn with casual trousers or jeans. Winter sport shoes are permitted.

Shoes should be clean, well-polished and in a good state of repair at all times. Worn out shoes are not permitted.



### Bag/Backpack

Only corporate backpacks or messenger bags are permitted in navy colour. At the beginning of the season 1 corporate backpack/bag is given. Corporate backpack/messenger bag must always be clean. Worn out backpacks/bags must be changed.







# MALE UNIFORM REQUIREMENTS



**Biblio·Globus**  
TOUR OPERATOR

## Winter season



### Fleece jacket

Corporate fleece long-sleeved jackets are permitted.  
Jacket should not be tucked into trousers or jeans.  
At the beginning of the season one corporate fleece jacket is given.  
Underwear should not be visible through the jacket.



### Thickened coat

Corporate long-sleeved thickened coat are permitted.  
The coat must be clean and neat.  
Pockets must not be overfilled.



### Scarf

Only corporate scarf is permitted.



### Headwear

Corporate headwear is allowed.





# MALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Winter season



### Informal trousers/jeans

During winter season trousers or jeans must be worn and should sit on the hip (not the waist).

Colours: navy or blue.

Pockets must not be overfilled.



### Belt

Only classic style belts can be worn. Belt should be always worn with trousers



### Name badge

Name badge must be worn on the neck using a corporate shoelace lanyard. At the beginning of the season 1 name badge is given. Badge must be clean.

Corporate lace always must be clean. Should be changed when needed. Badges must be removed before uniform laundry.





# MALE UNIFORM REQUIREMENTS



**Biblio-Globus**  
TOUR OPERATOR

## Winter season



### Socks

Only black socks are permitted.



### Shoes

Black, navy or blue shoes can be worn with casual trousers or jeans. Winter sport shoes are permitted.

Shoes should be clean, well-polished and in a good state of repair at all times. Worn out shoes are not permitted.



### Bag/Backpack

Only corporate backpacks or messenger bags are permitted of navy colour. At the beginning of the season 1 corporate backpack/bag is given.

Corporate backpack/messenger bag must always be clean. When worn out backpacks/bags must be changed.



# AIRPORT, HOTEL TEAM AND TOUR GUIDES UNIFORM REQUIREMENTS



## Winter season



### Female uniform



### Male uniform





## Winter season





**Biblio·Globus**

TOUR OPERATOR

BIBLIO-GLOBUS BRAND BOOK  
2017



## 1 Logo

### Biblio-Globus Logo Versions

Horizontal Russian version logo



Vertical Russian version logo



Horizontal English version logo



Vertical English version logo





# CORPORATE IDENTITY STYLE



## 1 Logo

### Full-color logo

#### Horizontal logo on white



#### Horizontal logo on black



#### Vertical logo on white



#### Vertical logo on black







## 1 Logo

### Single-colour logo

#### Horizontal logo on white



#### Horizontal logo on black



#### Vertical logo on white



#### Vertical logo on black





## 1 Logo

### Improper use of Logo

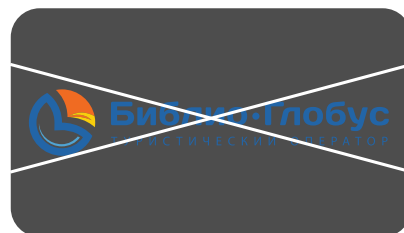
Do not stretch or condense the logo.



Do not use full-colour logo on multiple colour or complex image backgrounds.



Do not use full-colour logo on high contrast or darkened backgrounds.



Do not use white single-colour logo on pale colour backgrounds and black single-colour logo on dark colour backgrounds.





## 2 Corporate colours

### Biblio-Globus Corporate colours - Primary Palette



CMYK	RGB	Pantone
C 93	R 29	PANTONE
M 62	G 96	2728 C
Y 8	B 162	(PANTONE®
K 0		solid coated
		palette)



CMYK	RGB	Pantone
C 0	R 236	PANTONE
M 69	G 106	165 C
Y 98	B 34	(PANTONE®
K 0		solid coated
		palette)



CMYK	RGB	Pantone
C 74	R 51	PANTONE
M 23	G 160	2925 C
Y 0	B 218	(PANTONE®
K 0		solid coated
		palette)



CMYK	RGB	Pantone
C 2	R 254	PANTONE
M 15	G 213	7406 C
Y 100	B 2	(PANTONE®
K 0		solid coated
		palette)



## 3 Primary Typeface

### Biblio-Globus Primary Typeface

CALIBRI shall be used in design and advertising of Biblio-Globus. When the primary typeface, CALIBRI is unavailable for use, use ARIAL in its place.

#### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

#### Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

#### Calibri Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

#### Calibri Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*





## 1 Hotel Info Book

### Hotel Info Book



#### Target

Show presence of the tour operator in hotels, ensure the brand awareness in hotels, provide necessary information to the hotel guests.



#### Technical specifications

A4, Ring binders with 4 rings.





## 1 Hotel Info Book

### Content of Hotel Info Book



#### Target

Provide detailed information to the hotel guests about the country and the city of stay.



#### Content

“Welcome”, contacts, arrival/departure details, hotel info, historical notes, information about the country, description of cities and resorts, details of interest, excursions.



#### Local information

What to know, restaurants, mini-dictionary, operation hours of banks, markets.



#### Technical specifications

Plastic separator A4 – one-side printed.





## 1 Hotel Info Book

### Plastic/Laminated translucent files for Info Book

#### ✓ Purpose

Translucent file for printed sheets in order to be put into Hotel Info Book.

#### 📋 Technical specifications

A4 — translucent or laminated files.





## 2 Hotel Banner

### Banner inside the hotel



#### Target

Such kind of the banner should be placed in the most visited points: at the front desk, in the hotel hall or at the place of info-meeting.



#### Technical specifications

85 x 200 cm. Fully aluminium mobile construction. Inertial photo panel unreeling mechanism.







## 3 Info stand

### Info stand for 4 or 5 pockets



#### Target

Necessary information for guests.



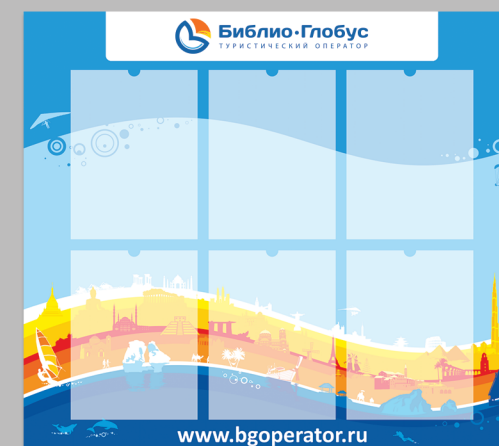
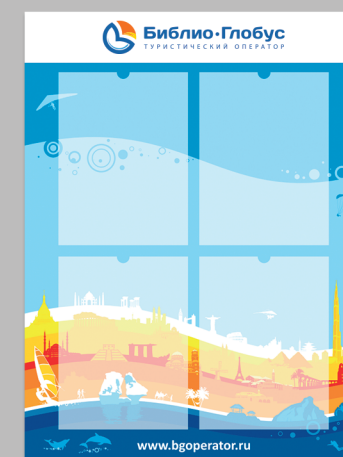
#### Content

Information about handling company, best excursions, contacts of representative in hotel, transfer sheet.



#### Technical specifications

- 1) 90 x 80 cm. Branded board with 6 translucent pockets.
- 2) 60 x 80 cm. Branded board with 4 translucent pockets.





## 4 Flag

### Flag



#### Location

Flag can be placed at the hotel entrance, in a yacht, on sightseeing tours.



#### Target

To increase the public brand awareness and show presence of the tour operator in the hotel.



#### Technical specifications

150 x 100 cm. Material – polyester silk.





## 4 Flag

### Desk flag



#### Location

Desk flag should be placed at the front desk.



#### Target

To increase public brand awareness and show presence of the tour operator in the hotel.



#### Technical specifications

12 x 18 cm. Double-sided printing.

Material:

- 1) Textile – polyester silk, atlas, gaberdine, multiflag.
- 2) Paper – enamelled paper 150g/m.





## 5 Sign Boards

### Bus sign boards



#### Target

To direct tourists towards transfer to the hotel, create a public brand awareness.



#### Technical specifications

52 x 20 cm. Material – plastic.



**Библио·Глобус**  
ТУРИСТИЧЕСКИЙ ОПЕРАТОР

[www.bgoperator.ru](http://www.bgoperator.ru)





## 5 Sign Boards

### Desk sign boards



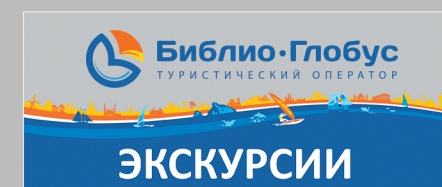
#### Target

To inform guests about tour operator's representative location, should be placed in the hotel where excursions are being sold.



#### Technical specifications

24 x 10 cm. Holder 3.5 cm, plastic.





## 5 Sign Boards

### Sign Boards for excursion guides



#### Target

Client guidance during excursions.



#### Technical specifications

25 cm in diameter. Two-sided printing. Plastic.





## 6 Sticker

### Laptop sticker



#### Target

To inform guests about tour operator's representative location, should be placed in the hotel where excursions are being sold.



#### Technical specifications

30 x 20 cm, adhesive printing paper.





## 7 Table Cover

### Table Cover

#### ✓ Purpose

Arrangement of the tour operator's representative workplace.

#### ☰ Technical specifications

2200 x 1200 mm for the table sized 1100 x 600 mm.







## 8 Plastic Zipper Bag

### Plastic Zipper Bag

#### ✓ Purpose

Arrangement of the tour operator's representative workplace.

#### ☰ Technical specifications

250 x 200 mm, translucent plastic.





## 9 Knapsack

### Promotional Drawstring Knapsack



#### Target

To increase public brand awareness, show presence of the tour operator in the country and it's region.



#### Purpose

Should be given away to tourists at the airport together with an excursion brochure and a guide-book.



#### Technical specifications

Size: 40 x 43 mm

Knapsack material: polypropylene, polyester.

Drawstring material: nylon or viscose string.





## 10 Tourist transfers

### Vehicle



#### Target

To show the presence of the tour operator in the country and its region, to attract tourists' attention. Increase brand awareness.



#### Purpose

Passenger carriage.



#### Technical specifications

Adjusted to each type of bus, cars, minibus.





## 1 Guide Book

### Guide Book to country



#### Target

To initiate guests into the country. Should be given away to tourists at the airport.



#### Content

Full country details, information about excursions and tourist attractions.



#### Technical specifications

*Portrait orientation:*

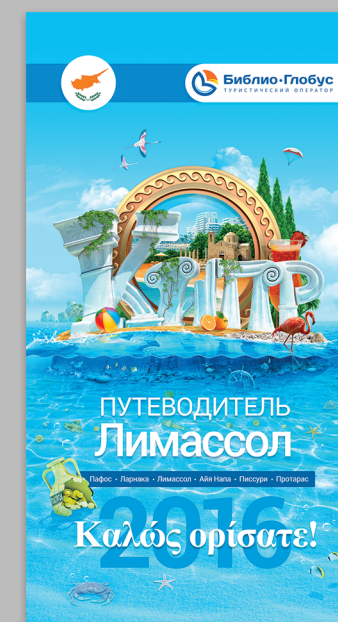
110 x 200 mm folded + 5 mm bleed.

220 x 200 mm page spread + 5 mm bleed from each side

*Landscape orientation:*

205 x 150 mm folded + 5 mm bleed.

410 x 150 mm page spread + 5 mm bleed from each side.







## 1 Guide Book

### Sticker label



#### Purpose

Attached to Guide Book front side containing contacts of tour guides, meeting time. Downloaded from “Biblio-Globus” system automatically.



#### Technical specifications

Printed self-adhesive sheet.

FV5615	Gr.No 14
Имя	<b>НОВИКОВА</b> <b>x7</b>
Отель	<b>BRIDGE RESORT, отель 4*</b>
Guide	<b>Елена +7 (938) 493-62-08, Татьяна</b>
Tel	<b>+7 (938) 493-62-08, +7 (938) 493-62-33</b>
Дата/вр.	30.01.2017
встречи	10:30



## 2 Contact sheet

### Contact sheet



#### Location

Information stand in the hotel / in the info book.



#### Target

To provide information to guests about tour operator's representative in the hotel.



#### Content

First name, Last name, picture, contacts, availability of the tour operator's representative in the hotel, info meeting time and date.



#### Technical specifications

A4, one-side print.


Библио-Глобус  
ТУРОПЕРАТОРСКАЯ КОМПАНИЯ

Библио-Глобус  
ТУРОПЕРАТОРСКАЯ КОМПАНИЯ  
www.bgoperator.ru

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Ваш представитель в отеле:

**Александр Шехирев**



Информационная встреча с Вашим отельным представителем проходит в холле отеля в назначенное время, указанное на обложке брошюры. Пожалуйста, возьмите с собой на встречу брошюру с полезной информацией, полученную в аэропорту, и Ваш авиабилет для подтверждения обратного вылета.

Во время встречи Ваш представитель сориентирует Вас по отелю, городу и окрестностям, даст массу полезных советов, которые обязательно пригодятся Вам во время Вашего отдыха, предложит программу экскурсий и ответит на все интересующие Вас вопросы.

Контактный телефон представителя:

**+(357) 966 853 95**

Расписание пребывания в отеле:

Понедельник	Вторник	Среда	Четверг	Пятница	Суббота	Воскресенье

При необходимости оказания медицинской помощи просим обратиться по телефонам, указанным в Вашем страховом полисе.

По всем вопросам, которые у вас могут возникнуть, пожалуйста, обращайтесь к вашему представителю, который всегда рад ответить и помочь.

Желаем Вам отпускного настроения и хорошего отдыха!



## 3 Information card

### Card “Sorry, you've missed info meeting”

#### ✓ Purpose

Should be given away to tourists who have missed info meetings.

#### ! Target

To inform guests about general contacts and availability of tour operator's representative in the hotel.

#### i Content

First name, Last name, contacts, availability of the tour operator's representative in the hotel.

#### 📄 Technical specifications

14 x 6 cm, two-side print.



[www.bgoperator.ru](http://www.bgoperator.ru)



К сожалению, Вы не присутствовали  
на информационной встрече, назначенной  
на \_\_\_\_\_ в \_\_\_\_\_



[www.bgoperator.ru](http://www.bgoperator.ru)

фамилия, имя \_\_\_\_\_

телефон \_\_\_\_\_

часы работы представителя \_\_\_\_\_

Возможно, Вам нужна помощь или совет.  
Ваш представитель и команда «Библио-Глобус» всегда к вашим услугам!



## 1 Sign Board for welcoming staff.

### Sign Board for welcoming staff.



#### Target

To attract guests at their arrival.



#### Purpose

To show the presence of the tour operator at the airport.  
To welcome tourists.



#### Technical specifications

45 x 31 cm, plastic



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## 2 Stand

### Stand

#### Target

Show the presence of the tour operator at the airport.  
Greeting tourists.

#### Technical specifications

750 - 1200 mm, 2000 x 1200 mm.  
Stand size is subject to change depending on location.







## 2 Stand

### Information form on the airport stand



#### Target

To provide representative contacts to airport services and tourists.



#### Content

First name, last name, phone number, e-mail of the handling company. Printed on the company's letterhead.



#### Technical specifications

Information holder A4, plastic.

