

MERCHANDISE COLLATERAL PACK

Wearing branded merchandise as a tour director is important as it increases professionalism and helps clients to identify you and the company while on tour.

Only the Bunnik Tours brand should be on display during the tour. Do not wear jackets, polo shirts or carry bags that feature any other tour company logos.

The following merchandise is approved for use for our small group tours:

POLO SHIRTS

A branded polo shirt should be worn on the first day of the tour. Tour directors should always dress smart and the clothing worn should be clean, neat and appropriate to the weather in the destination.

Logo placement: left chest and right arm
Logo width: 75mm



HATS

A branded hat can be worn throughout the tour, particularly in warmer regions. Hats should be removed from your head when indoors and when dining.

Logo placement: front and back
Logo width: 85mm (front) and 75mm (back)



NAME BADGE

A name badge is to be worn by our tour directors, particularly in the first few days of a tour, as it helps travellers get familiar with their tour guide. The 'curved red logo' is to go at the end of the badge on the right side, next to your name.

Name badge dimensions:

H: 25mm x W: 76mm



Name badge example with curved red logo on white

RESTAURANT CARDS

Restaurant signs are to be used by the tour directors when there is an included group meal so people can easily identify where they are to sit. Tour directors are to place these signs on hotel/restaurant tables prior to the clients' arrival if possible.

Dimensions:

A5 (fold to A6) - 148mm x 210mm



AIRPORT/BUS SIGNS

These large signs are to be used when collecting clients from the airport or at other meeting points. It's very important that these signs are used, because if clients cannot easily identify who is meeting them, it may lead to complaints. These signs can also be used in buses when you park the bus in large car parks so clients can easily identify the bus when they need to re-board.

Dimensions:

A3 - 297mm x 420mm

