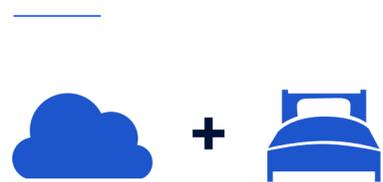




# Brand Guidelines

# How we look

Our logo mark is simply the combination of a cloud and a bed icon. It symbolizes the partnership between technology and hospitality.



Horizontal



Stacked - Use sparingly, when space is confined



Horizontal with Tagline



Stacked with Tagline



Reversed on Color

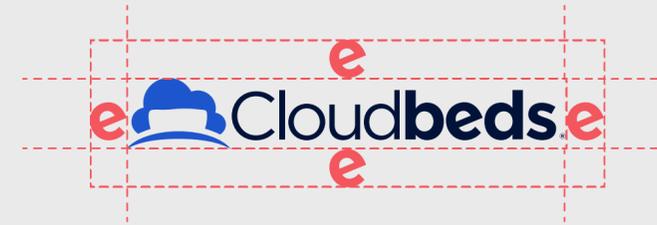


2 Color Reversed

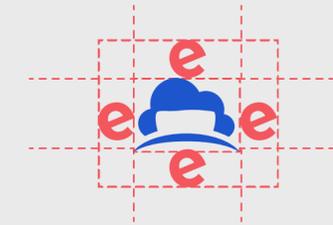


# Usage

The logo is designed with flexibility in mind. However, there are several common sense rules that should be adhered to at all times.



Allow at least one Cloudbeds "e" as a minimum safe distance around the logo and the logo mark



## Logo No-no



Gradients



Color Change



Depth Effects



Drop Shadow



Do not stretch or alter the logo

## Orthography

When written, Cloudbeds is a single word with an uppercase C. It's always written as Cloudbeds, never as CloudBeds, nor Clou**d**Beds. The proper way to make Cloudbeds possessive is to add an apostrophe after the 's.' For example, Cloudbeds' software is made for you. **CORRECT:** Cloudbeds' **INCORRECT:** Cloudbed's or Cloudbeds's.

**Cloudbeds**

Uppercase C

~~Clou**B**eds~~

Lowercase b

~~Clou**d** beds~~

Always one word

# Typography

Our corporate typeface is **Poppins** - a geometric character set that lends itself well to all types of communications with its' exceptional readability.

Poppins uses the Google font API and can be embedded safely across any browser. You can also use it on your desktop for offline communications.

[Download it Here](#)

# The quick, brown fox jumps over a lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Weights

**Poppins Bold**

For Emphasis Only

**Poppins Semi-bold**

Headlines

Poppins Regular

Body Text

Poppins Light

Subheads

## Justification

As a general rule, paragraphs of text should be left justified. there are, of course, exceptions for things like headlines and subheads.



Left Justified  
(General)



Centered  
(Sometimes)



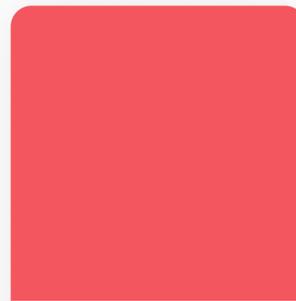
Force Justified  
(Never)

# Color

**Cloud**  
Blue  
#1D55CC

Our primary color is Cloud Blue and is complemented by a fresh, bright palette.

## Secondary

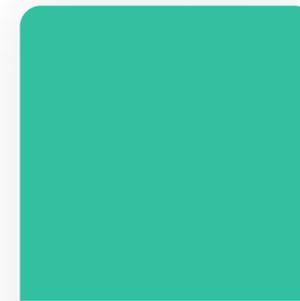


**Dusk**  
Red  
#F3565D

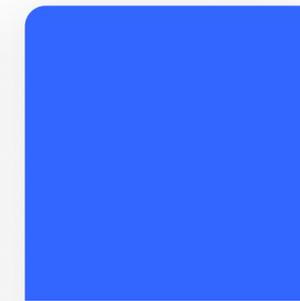


**Midnight**  
Blue  
#001238

## Accent



**Mint**  
Green  
#32C0A0

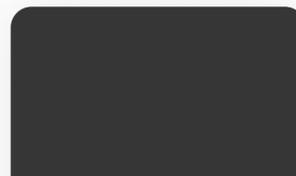


**Lightning**  
Blue  
#3366FF



**Solar**  
Yellow  
#FBC02D

## Neutrals (Background & Text)



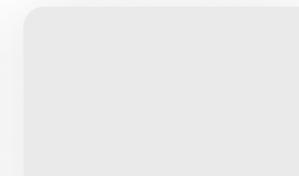
**Dark Grey**  
Grey  
#363636



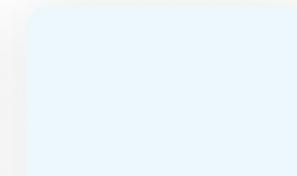
**Copy Grey**  
Grey  
#636363



**Fog**  
Grey  
#778295



**Light Grey**  
Grey  
#EAEAEA



**Light Blue**  
Blue  
#ECF8FB

## Gradients



**Lunar**  
Gradient  
#001238 — #002471



**Skyfall**  
Gradient  
#1D55CC — #3366FF



**Aqua**  
Gradient  
#1D55CC — #32C0A0



**Evergreen**  
Gradient  
#3CB878 — #32C0A0



**Sunburst**  
Gradient  
#FD7838 — #F3565D



**Dew**  
Gradient  
#FBF6F6 — #ECF8FB



**Dawn**  
Gradient  
#ECF8FB — #3366FF

# Photography

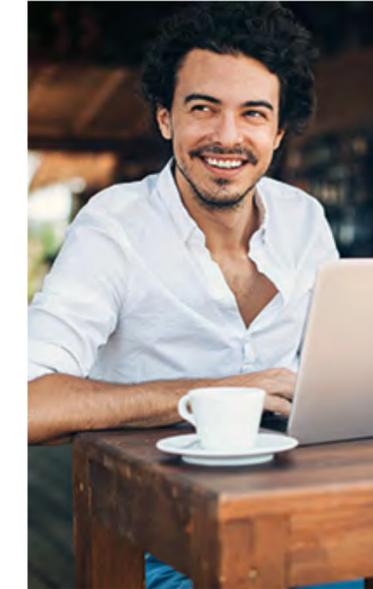
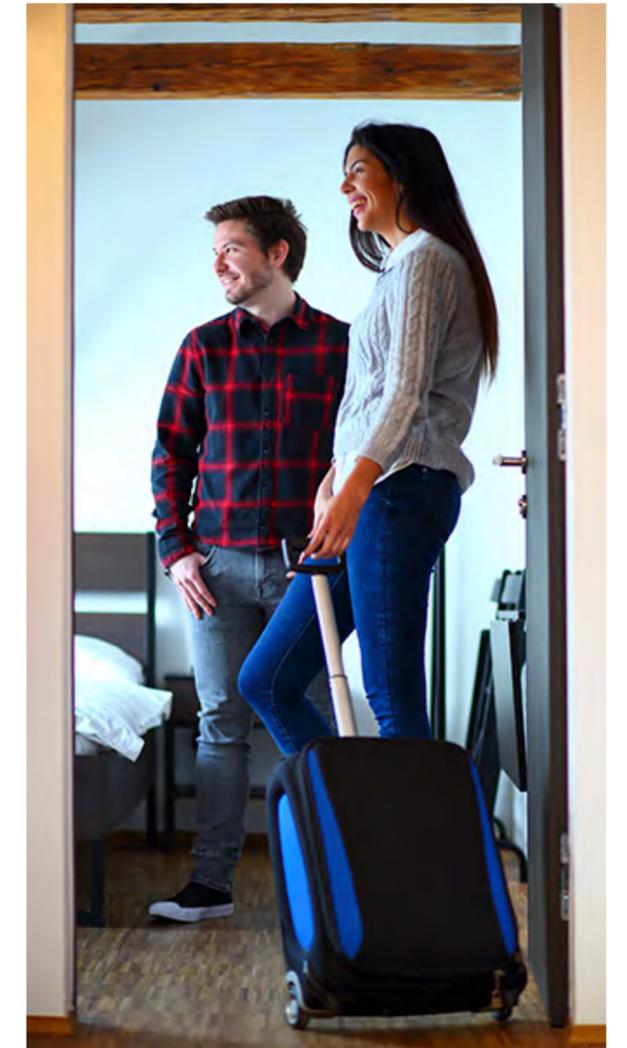
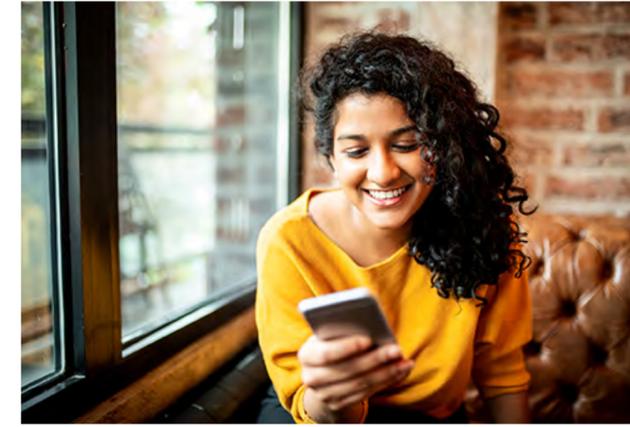
(People)

Our photography style represents real, candid moments that capture the spirit of travel and showcases hospitality at its best.

**Candid**  
**Diverse**  
**Professional**  
**Happy**  
**Stocky\***  
**Real**

\* What do we mean by stocky?

Staged environments, forced emotions and cliché images are common among corporate brands (and our competitors). These images fail to capture genuine emotion and struggle to make the human connection that hospitality is all about. It's worth it to take the extra time to find better quality images that will convey our message in a way that's on-brand.



# Photography

## (Properties)

From pousadas to resorts, our properties represent a global community of hoteliers and hosts dedicated to a modern hospitality experience. Our technology allows them to showcase their individuality and invite their guests to an adventure they won't soon forget.

---



# Iconography

Our icons are simple yet playful, with a nod to technology and the hospitality landscape.

## Platform



PMS



Channel Manager



Booking Engine



Revenue Management



Marketplace



Websites



Display Ads



Meta Search



Payments

## General



Partnership



Announcement



Coach



Check-in



Bed



Security



Strategy



Reporting



API



Identity



Upsell



Support



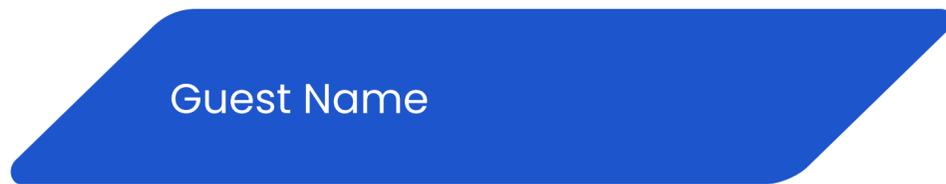
Innovation



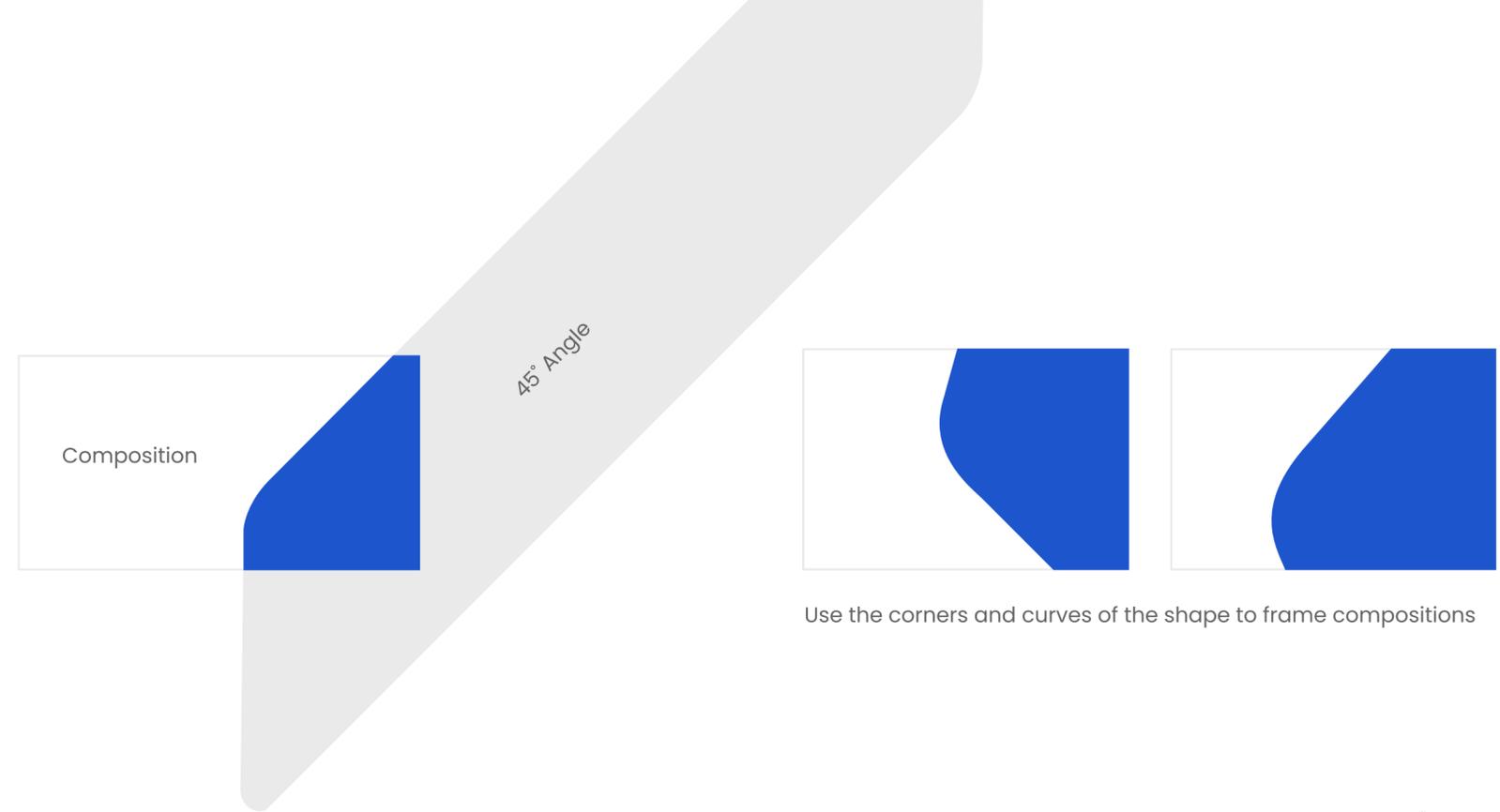
Property

# Graphic Elements

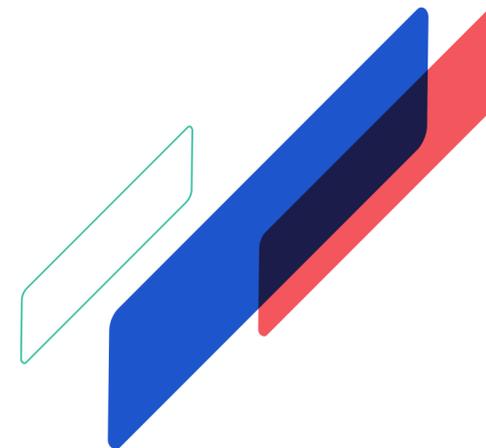
The reservation is the foundation of the Cloudbeds system. We use the shape from our calendar as a base for composition, color, and movement.



The Reservation



Use the corners and curves of the shape to frame compositions



Create Depth with layer styles and varying sizes



Use the shape as a mask

# In Practice

When creating communications we follow one rule: keep it simple.

We aim to showcase value while creating a sense of freedom for our hoteliers. We create technology that allows them to save time, freeing them up to do what they love.



 **Cloudbeds**

---

**The Platform that Powers Hospitality**

One platform designed to help hoteliers build revenue, save time and increase guest satisfaction.

[Learn More](#)

More Reservations. Happier Guests.



**Cheers to  
more reservations  
& happier guests.**

For questions or inquiries, contact us at:  
[marketing@cloudbeds.com](mailto:marketing@cloudbeds.com)

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