



# 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



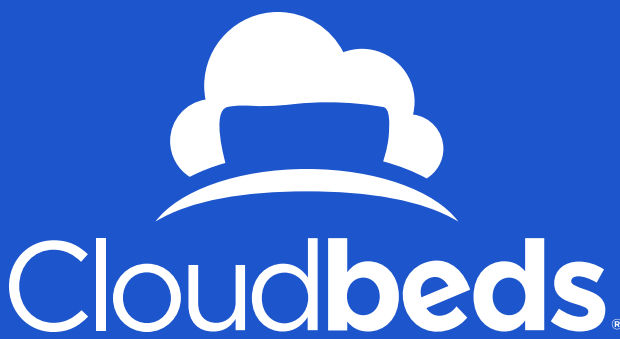
Horizontal with Tagline



Stacked with Tagline



Reversed on Color

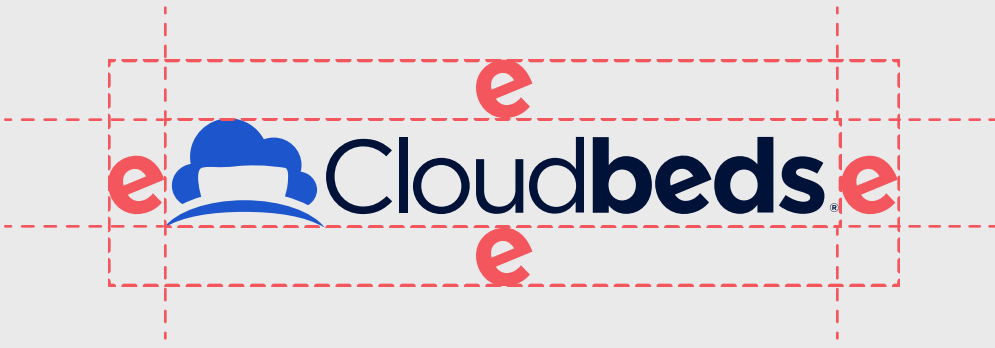


2 Color Reversed

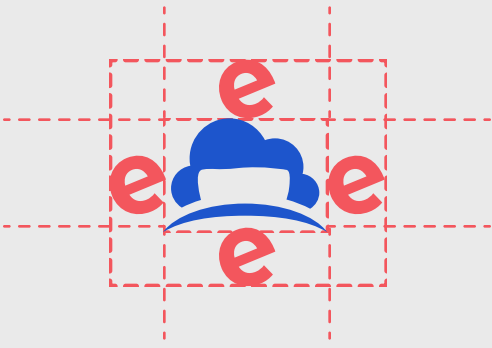


# Usage

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 Cloud-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

CloudBeds

Lowercase b

Cloud 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

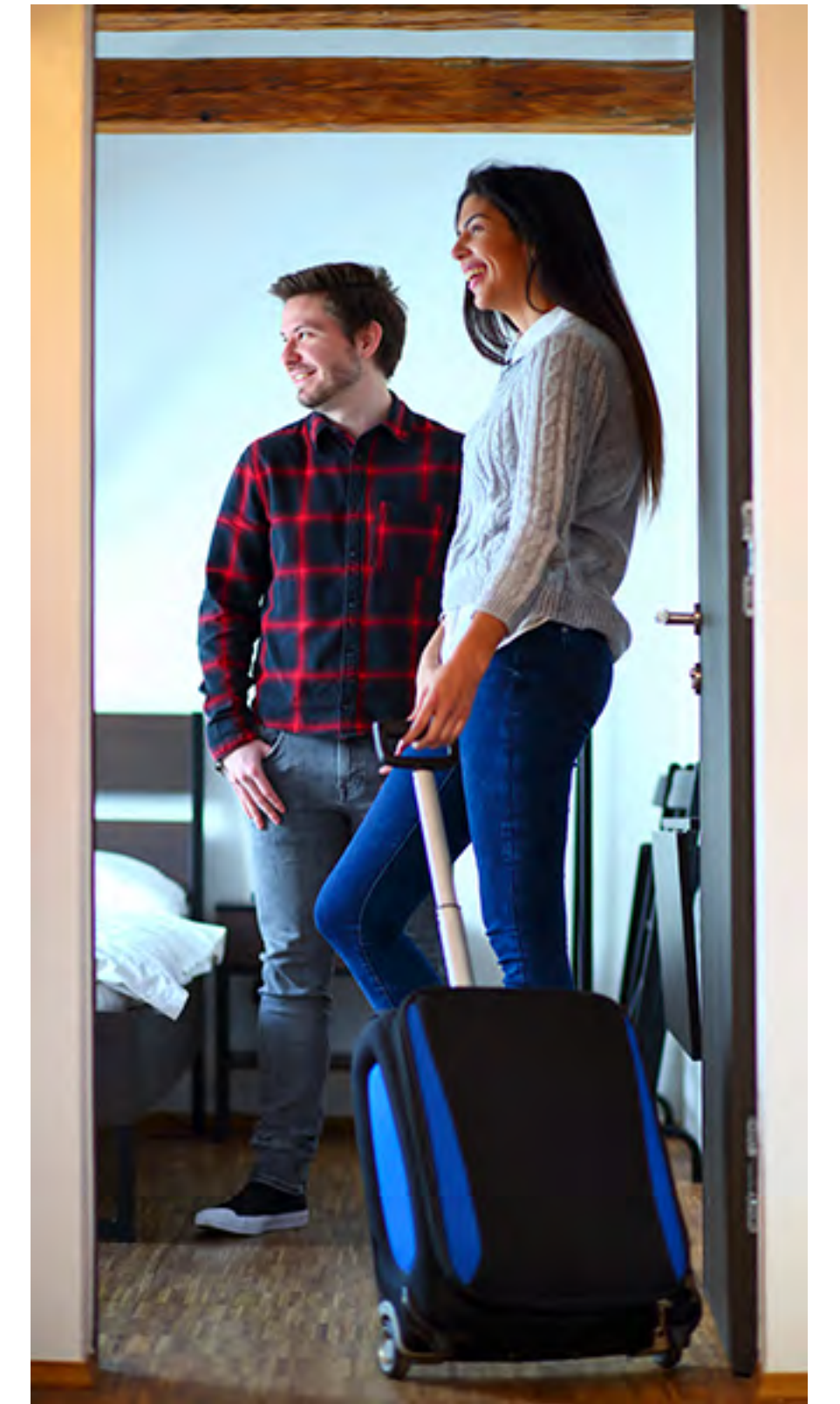
(People)

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.

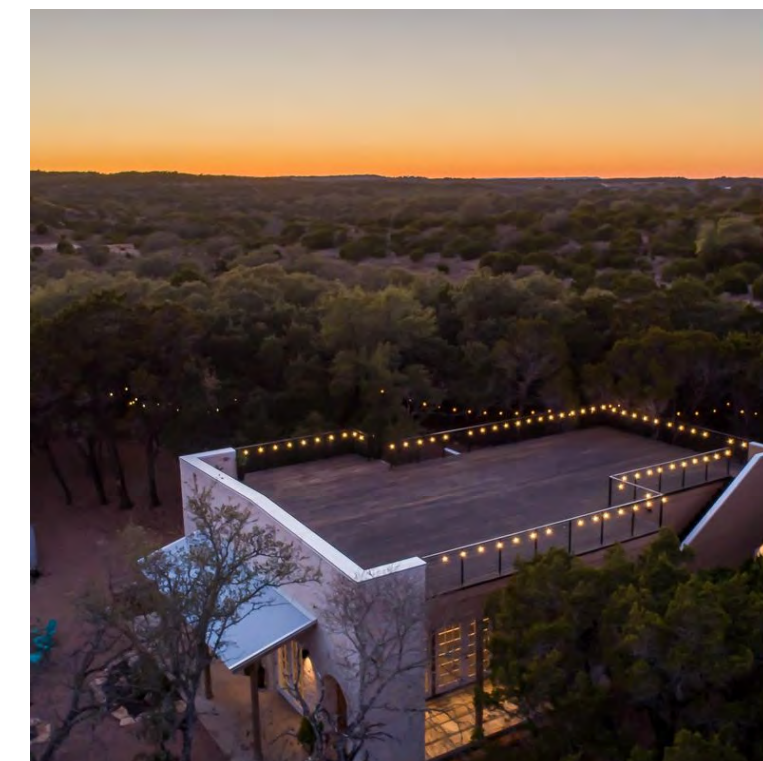




# Photography

## (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

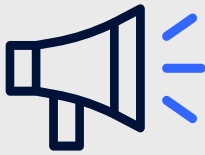


Payments

## General



Partnership



Announcement



Coach



Check-in



Bed



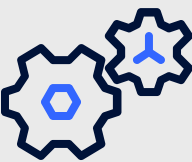
Security



Strategy



Reporting



API



Identity



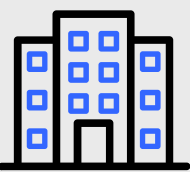
Upsell



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 compositon, color, and movement.



The Reservation

Composition

45° Angle

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.

A mockup of a Cloudbeds advertisement. The layout features a light blue background on the left and a photograph of a smiling woman with her arms crossed on the right. The woman is wearing a black and white striped shirt. Large, overlapping circles in blue, red, and purple are positioned behind her. The Cloudbeds logo is in the top left, followed by the headline 'The Platform that Powers Hospitality' and a descriptive paragraph. A green 'Learn More' button is centered below the text. At the bottom left, the tagline 'More Reservations. Happier Guests.' is displayed.

 **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:  
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