



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



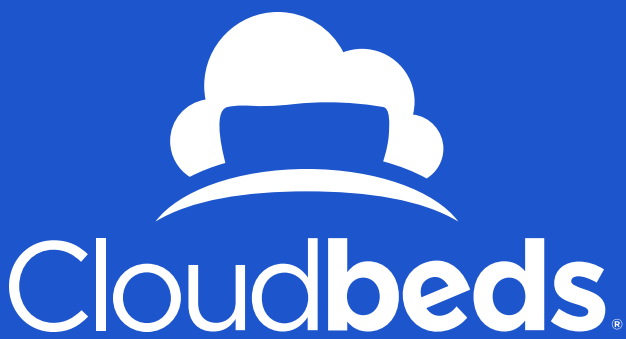
Horizontal with Tagline



Stacked with Tagline



Reversed on Color

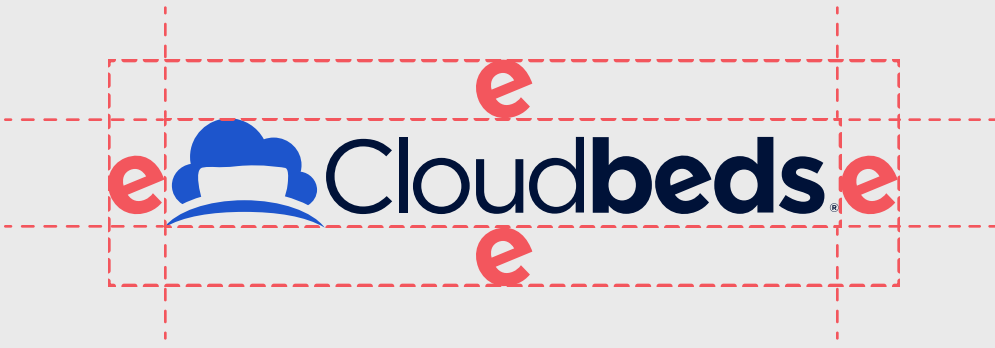


2 Color Reversed

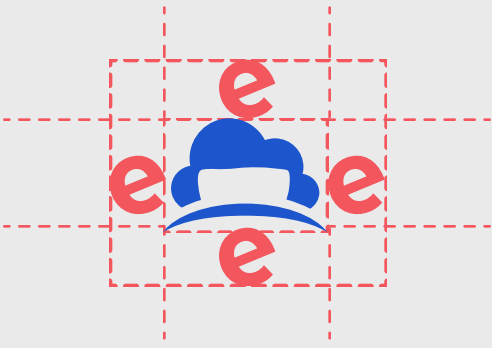


Usage

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

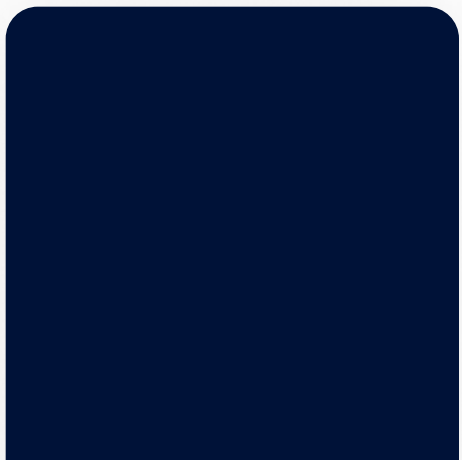
Cloud
Blue
#1D55CC

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

Secondary



Dusk
Red
#F3565D

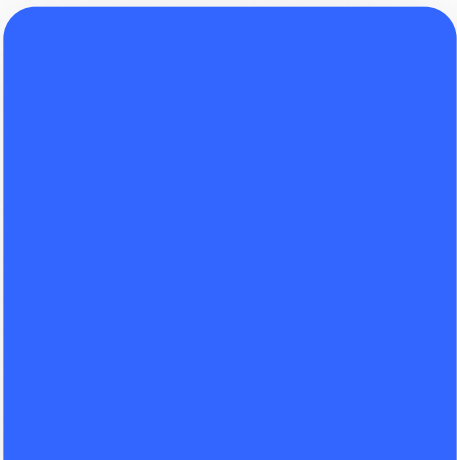


Midnight
Blue
#001238

Accent



Mint
Green
#32C0A0



Lightning
Blue
#3366FF



Solar
Yellow
#FBC02D

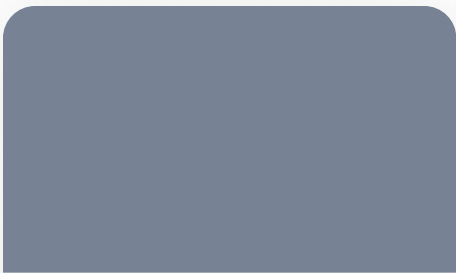
Neutrals (Background & Text)



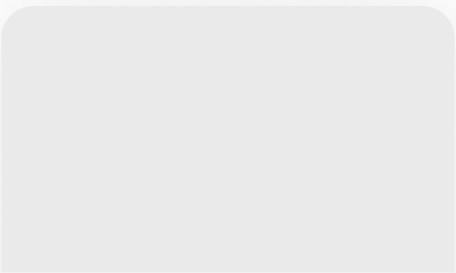
Dark Grey
Grey
#363636



Copy Grey
Grey
#636363



Fog
Grey
#778295



Light Grey
Grey
#EAEAEA



Light Blue
Blue
#F3565D

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

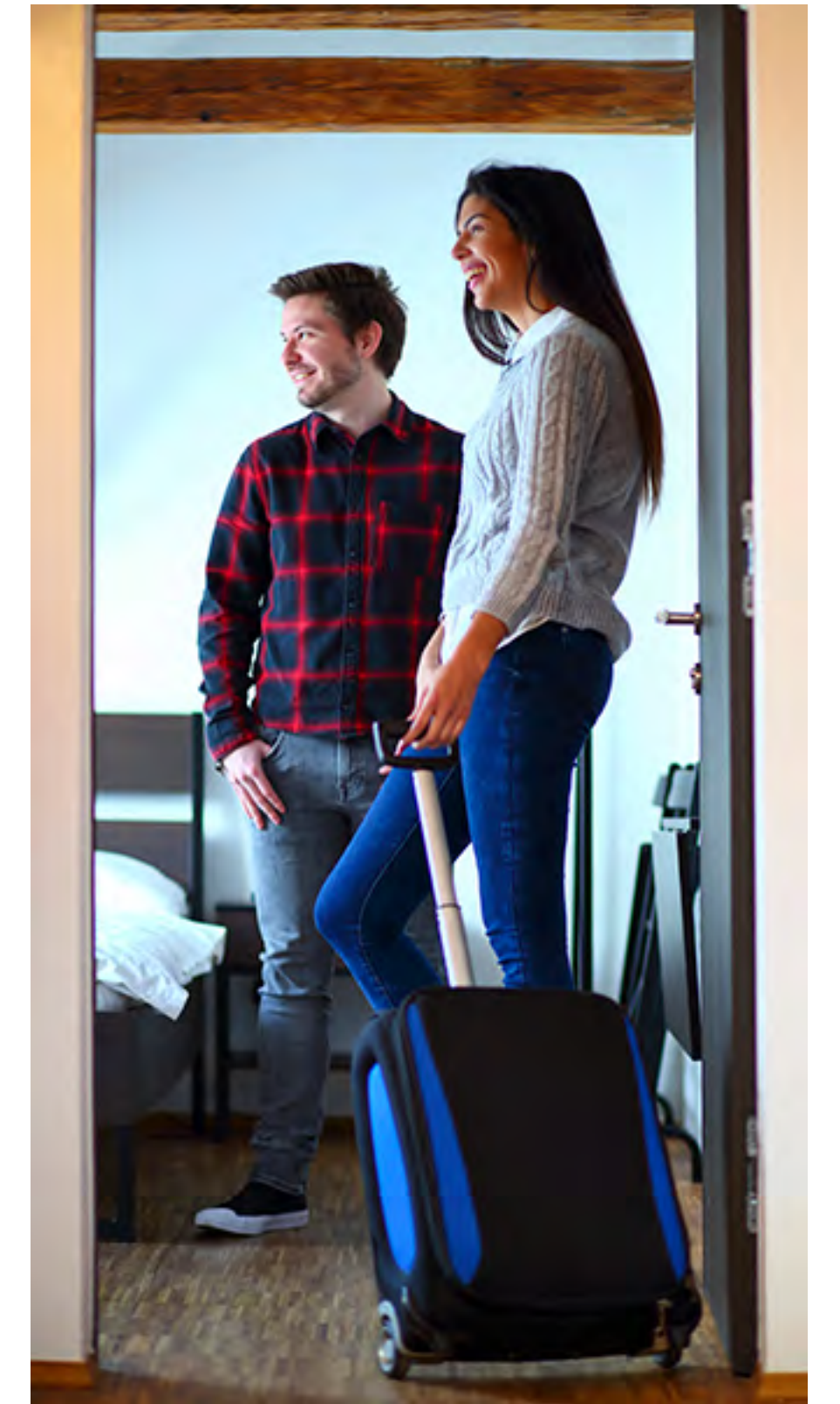
(People)

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?

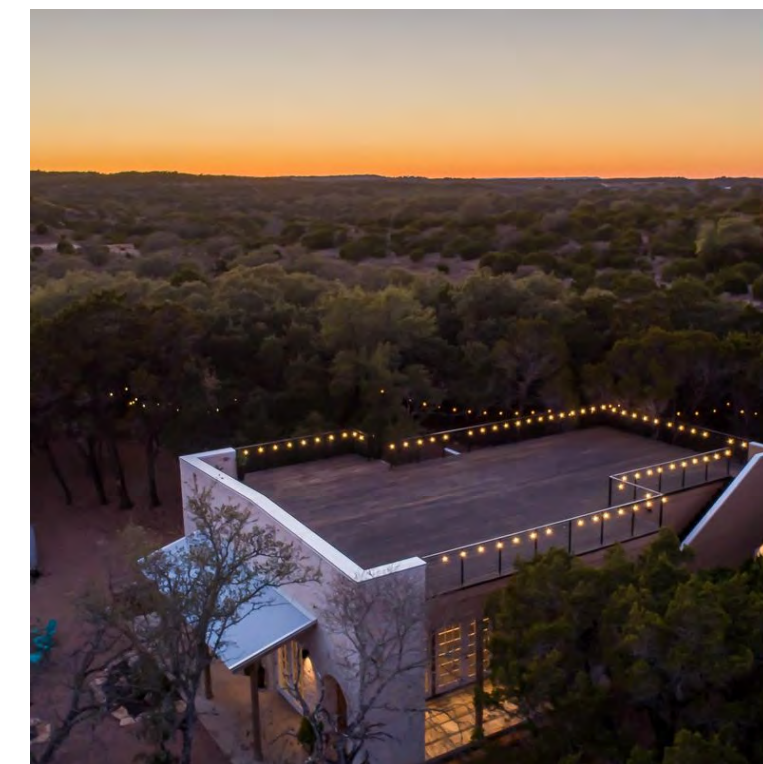
Staged environments, forced emotions and cliché images are common among corporate brands (and our competitors). These images fail to capture genuine emotion and struggle to make the human connection that hospitality is all about. It's worth it to take the extra time to find better quality images that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

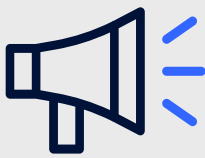


Payments

General



Partnership



Announcement



Coach



Check-in



Bed



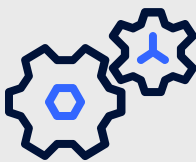
Security



Strategy



Reporting



API



Identity



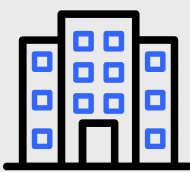
Upsell



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.





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

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