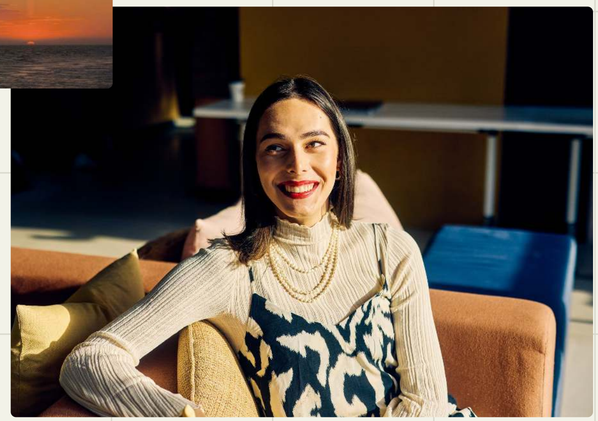
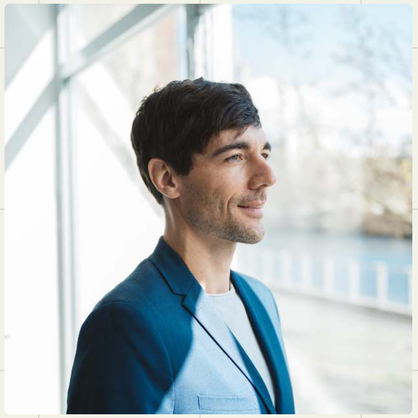
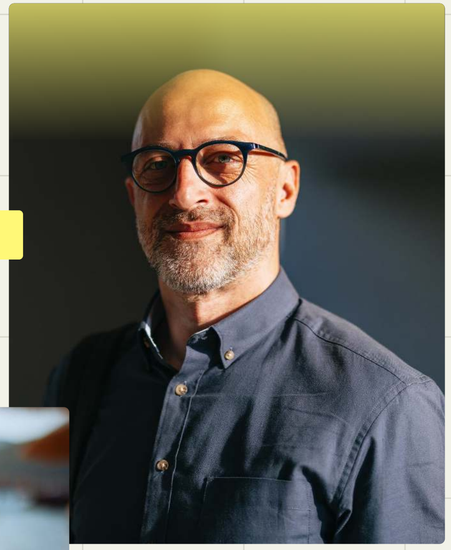




cloudbeds

Brand + visual style



Updated 07.21.25

The Flywheel

Metaphorically, the flywheel represents a self-reinforcing loop where momentum builds with each component feeding into the next, compounding over time.

A series of small, incremental improvements accumulate over time to create significant, sustained momentum and growth.

Color

Black Coffee
#261C0A

White

The logo is either black (coffee) or white.

Logo Don’ts

Re-color Stretch Gradient Effects

Our icon sits slightly larger
to allow for optical balance

Typography

This typography system pairs Host Grotesk, a clean and modern sans-serif, with Stix Two Text, a refined serif for contrast.

Host Grotesk brings clarity and flexibility across headlines and body text, while Stix Two adds warmth and sophistication.

Together, they create a balanced, confident voice that reflects the blend of modern technology and classic editorial design.

Primary

Host Grotesk

abcdefghijklmnopqrstuvwxyz
0123456789

Weights

Light
Regular
Semi-bold

Secondary

Stix Two Text

abcdefghijklmnopqrstuvwxyz
0123456789

Weights

Regular
Semibold

Headline
Subhead
Body

More than a PMS.
Your unfair advantage.

Body

Cloudbeds unifies operations, revenue, and marketing solutions into an intelligent platform — enhanced by the first AI foundation model purpose-built for hospitality — so you can run leaner, grow faster, and elevate your hotel's competitive edge.

Color

Our color system is built to express who we are—confident, clear, and distinctly human.

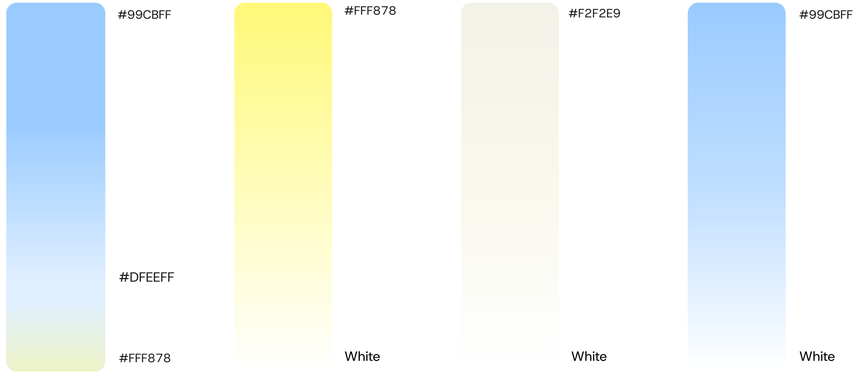
The primary palette of blue and yellow captures our energy and ambition, while the neutrals ground us in clarity and calm.

Support colors bring warmth, range, and detail to storytelling and interface moments.

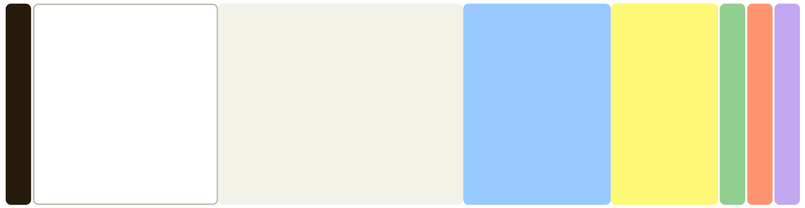
With defined hierarchy and flexible gradients, this system ensures consistency across every touchpoint—digital or physical—while leaving room for creativity where it counts.

	Primary		Neutral			Support		
Light	#DFEEFF	#FFFEE4	#FBFBF6			#D7EED8	#FFD9CC	#E9E0FA
Light Mid	#BFDEFF	#FFFCBB	#F8F8ED			#B4DFB5	#FFB89E	#D6C5F5
Base	Blue Sky #99CBFF	Yellow Lemon #FFF878	Chalk White #F2F2E9	Black Coffee #261C0A	White	Green Tea #90D092	Orange Crush #FF9670	Purple Haze #C2A9F1
Dark Mid	#4DA4FF	#FFD944	#D9D9CC	#C7BBA6		#659266	#B3694E	#8876A9
Dark	#18317A	#FFC107	#B8B8A9	#99876B		#3A533A	#663C2D	#4E4460

Gradients



Color Hierarchy



cloudbeds

Graphic Patterns

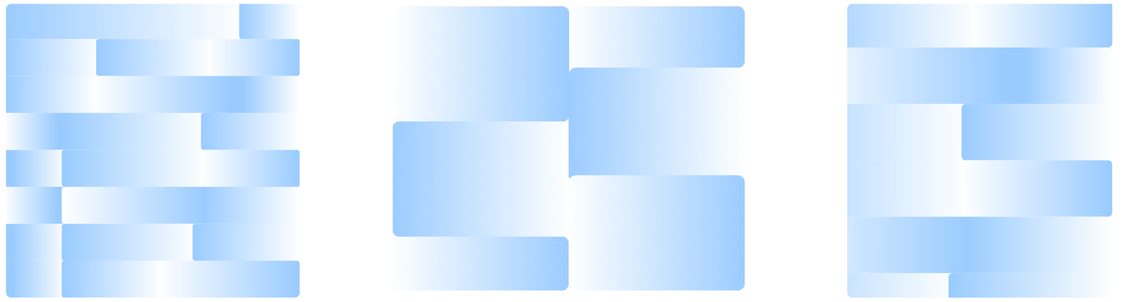
Our graphic system is built on a modular grid that brings structure, rhythm, and visual consistency across brand applications.

Patterns and layouts derive from this grid, allowing elements to align, stack, or scale with clarity and purpose. The gradient-based texture adds dimension while reinforcing our primary palette.

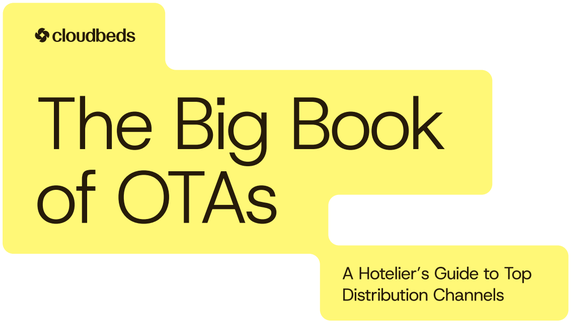
While the system favors order, it's designed to flex—strategic breaks from the grid introduce energy, draw attention, or support storytelling moments.

This balance of structure and spontaneity reflects our brand: clear, confident, and always human.

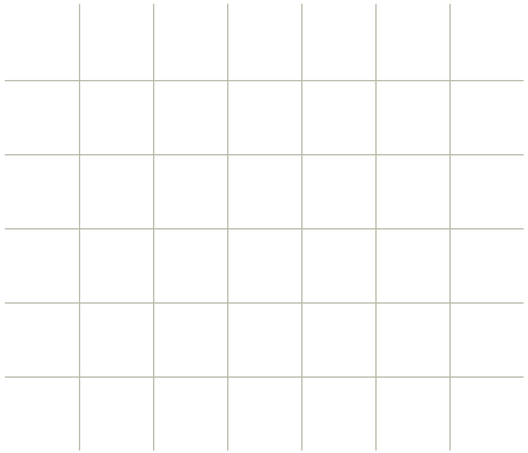
Modular Pattern

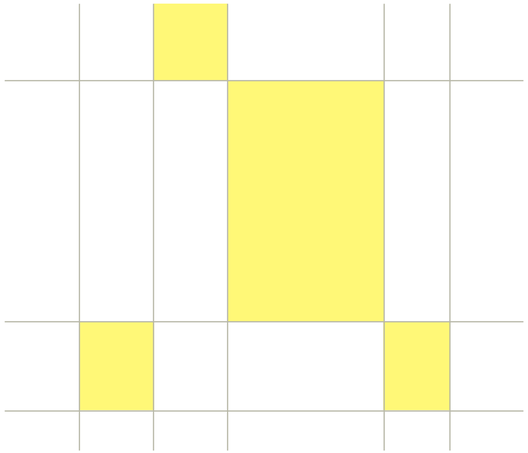


Pattern — Texture



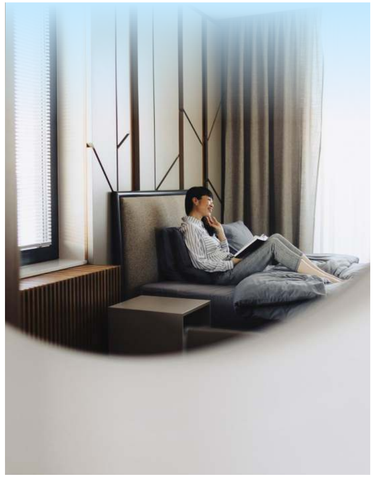
Modular Grid



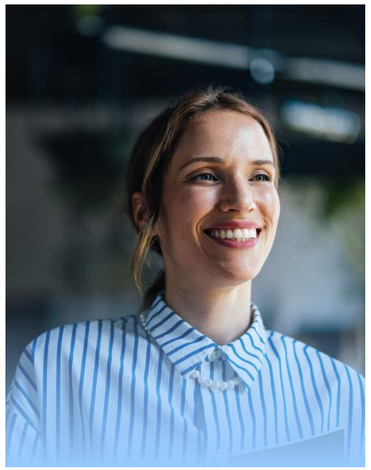


Photography

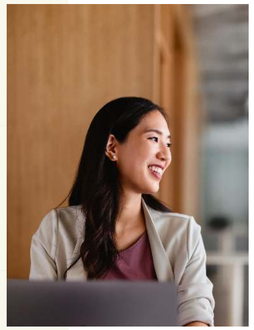
Our photographic style captures the duality at the heart of our brand: real ambition and magic moments. We showcase genuine people—hoteliers, team members, and guests—in candid, confident moments that reflect purpose and drive, juxtaposed with fleeting scenes of hospitality. Designed to evoke emotion, connection, and care, the contrast between grounded humanity and aspirational experience reflects the industry we serve and the future we're building—where big dreams meet everyday magic.



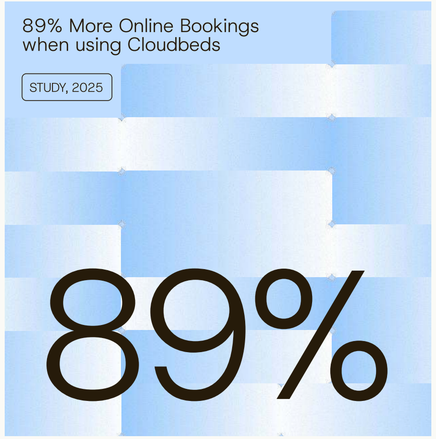
Real Ambition

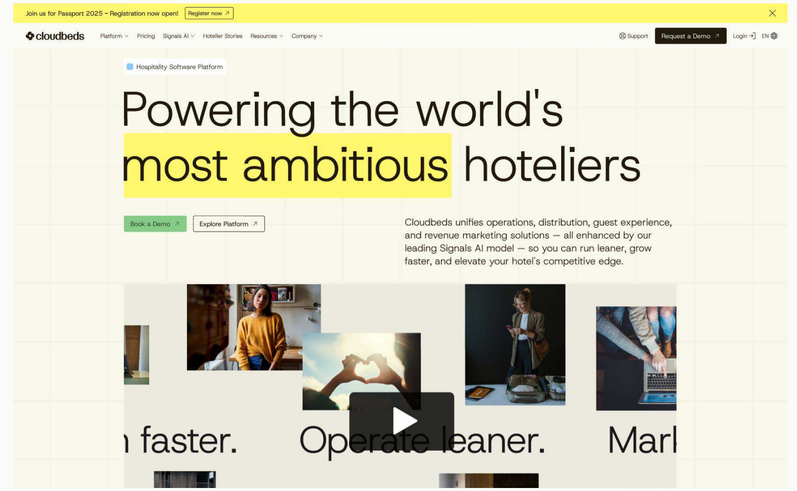


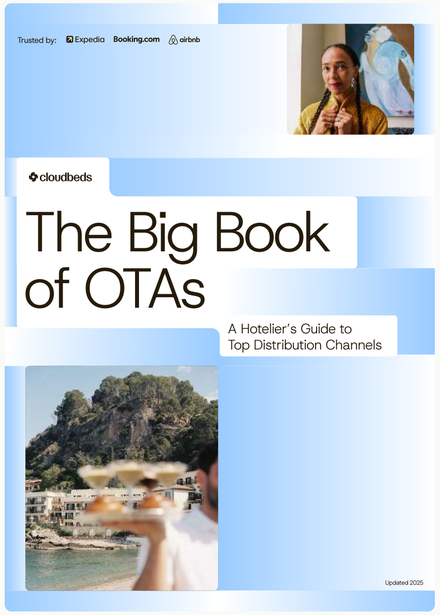
Magic Moments

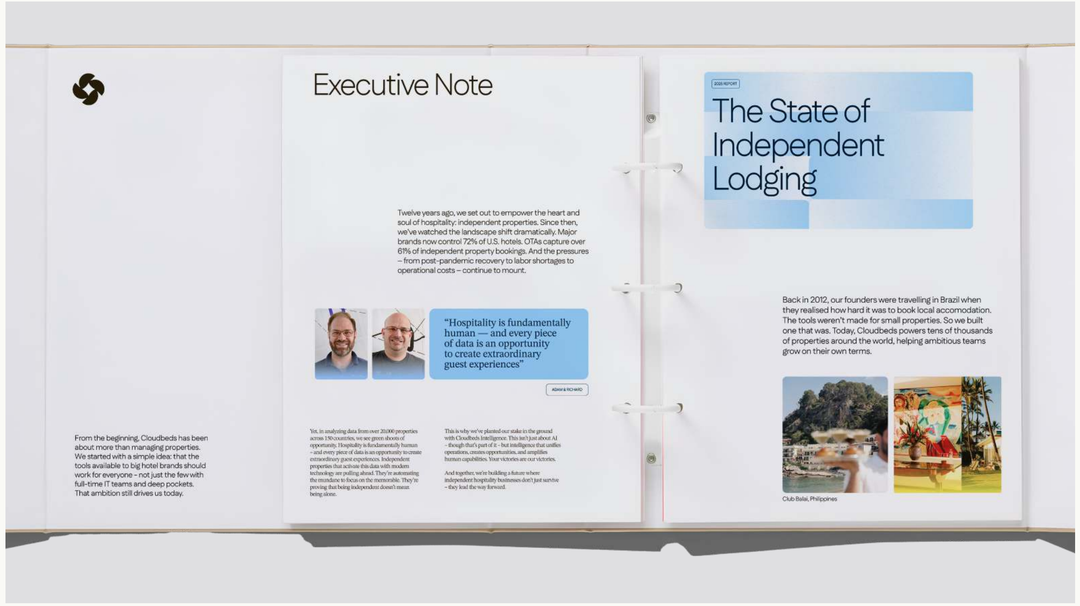


Design examples









Caring

Rebel

Head

Built for your ambition

Heart