

# cloudbeds

Brand + visual style



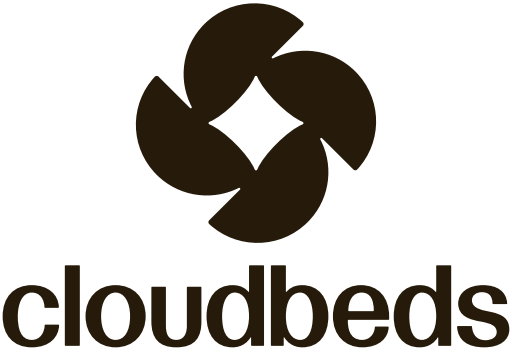




### The Flywheel

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.

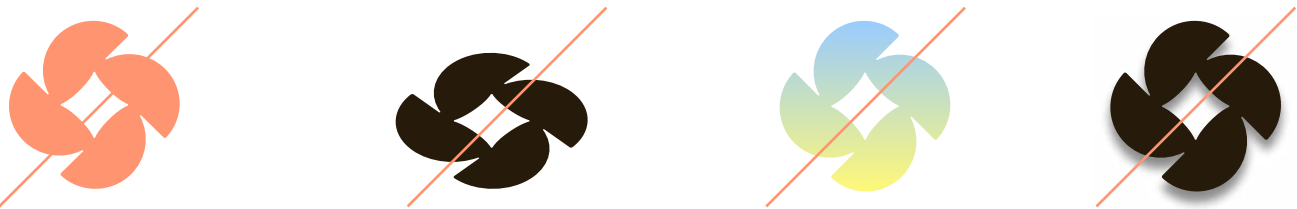


### Color



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.

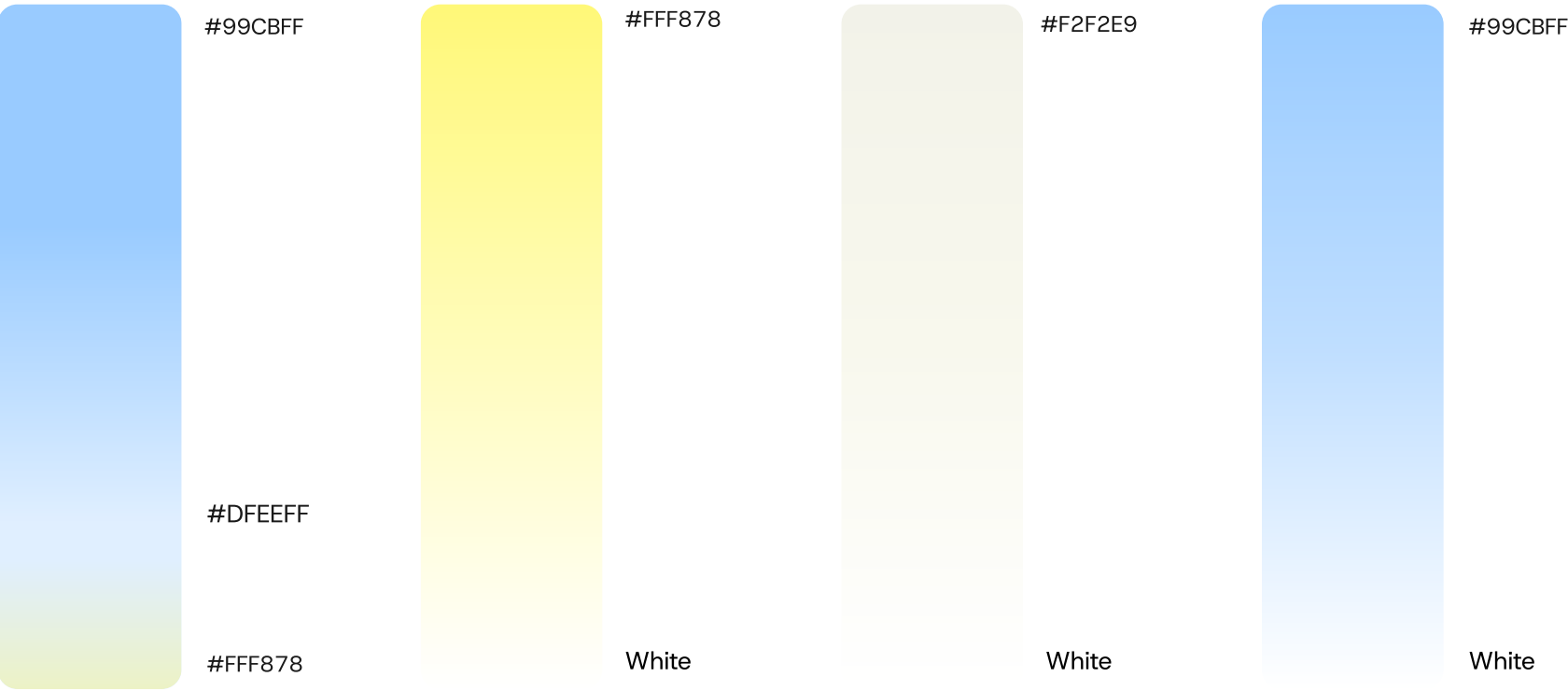
The primary palette of blue and yellow captures our energy and ambition, while the neutrals ground us in clarity and calm.

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

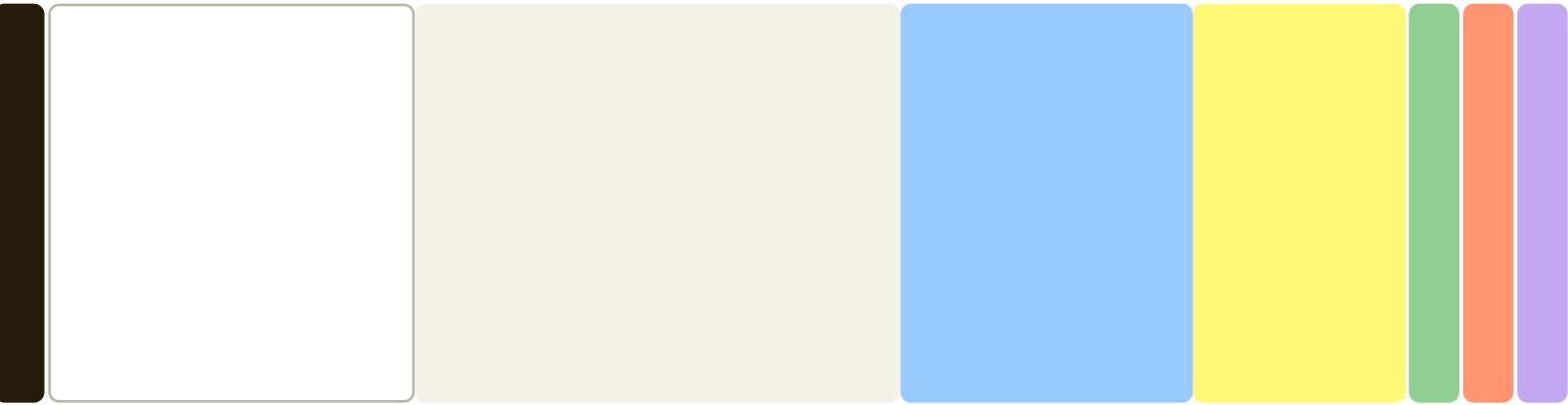
With defined hierarchy and flexible gradients, this system ensures consistency across every touchpoint—digital or physical—while leaving room for creativity where it counts.

	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



# Graphic Patterns

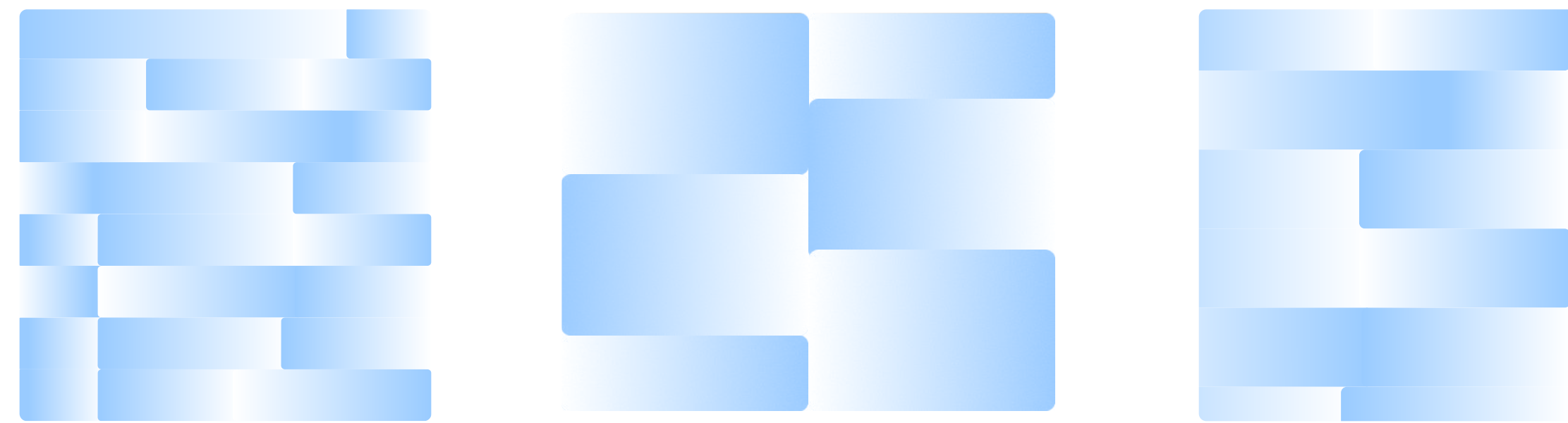
Our graphic system is built on a modular grid that brings structure, rhythm, and visual consistency across brand applications.

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.

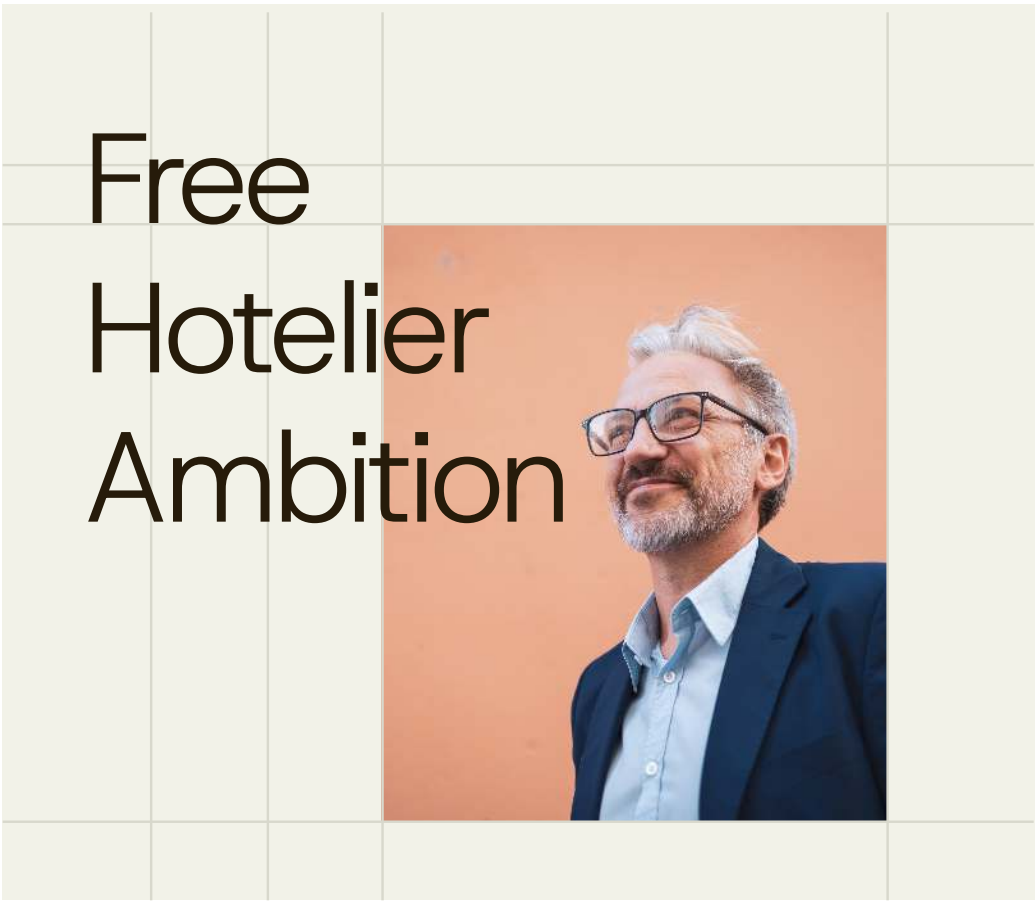
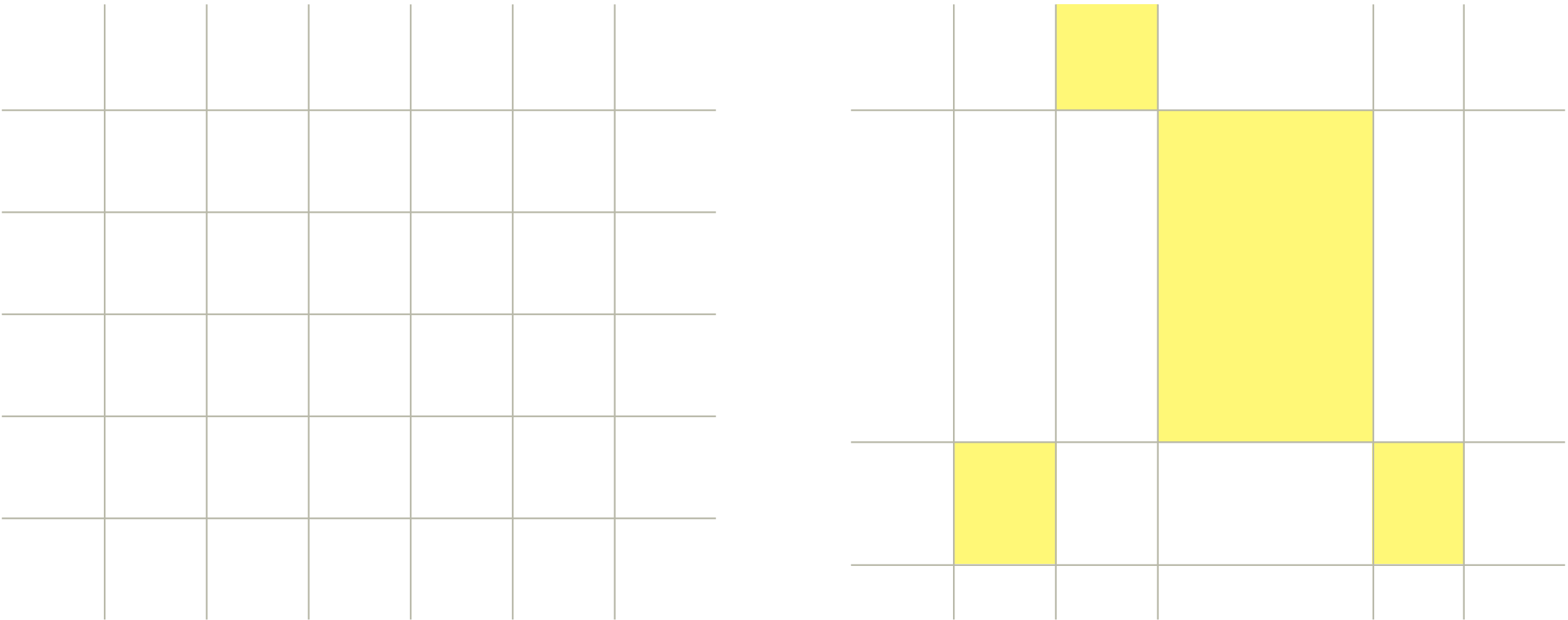
Modular Pattern



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

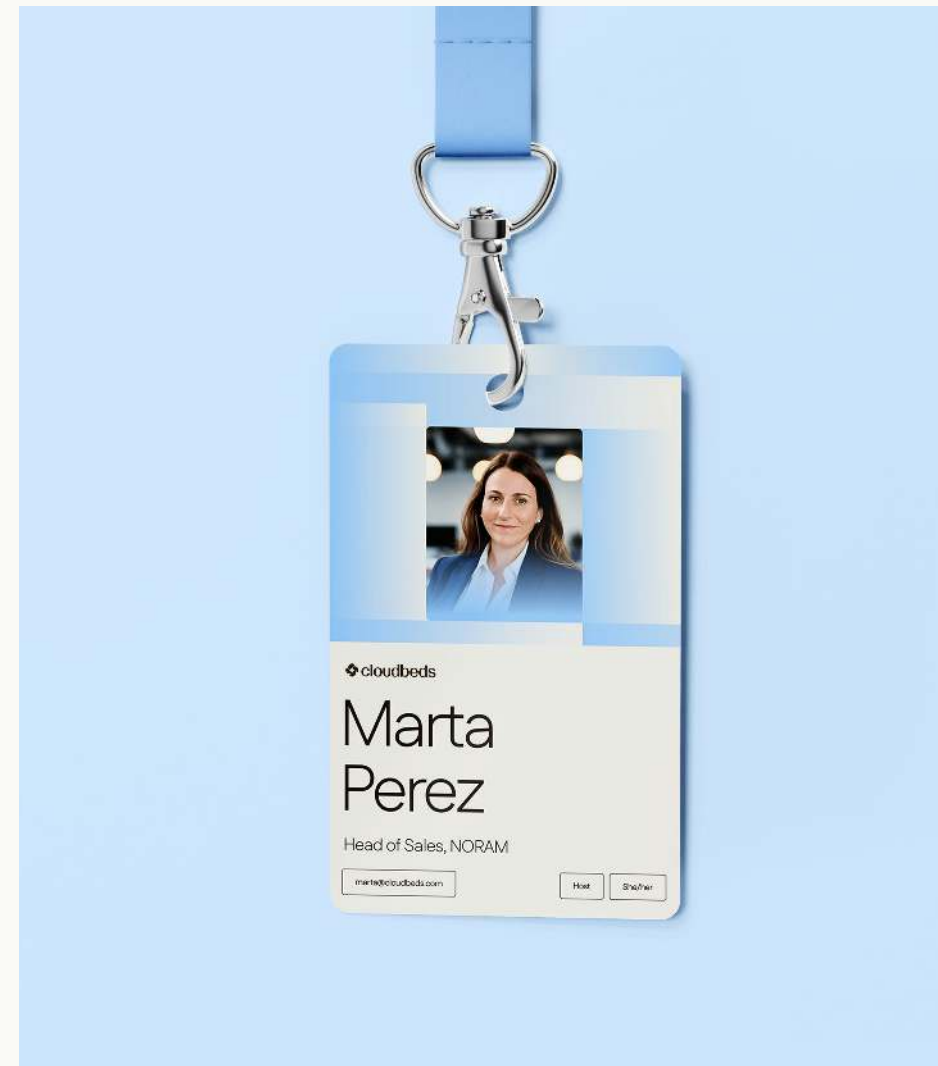




89% More Online Bookings  
when using Cloudbeds

STUDY, 2025

# 89%



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## Powering the world's most ambitious hoteliers

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Cloudbeds unifies operations, distribution, guest experience, and revenue marketing solutions — all enhanced by our leading Signals AI model — so you can run leaner, grow faster, and elevate your hotel's competitive edge.

... faster. Operate leaner. Marl

Trusted by:

cloudbeds

## The Big Book of OTAs

A Hotelier's Guide to Top Distribution Channels

Updated 2025

# Guest Magic

Hospitality's only intelligent growth engine that gives you the power to grow on your own terms.

cloudbeds

## Executive Note

### The State of Independent Lodging

Twelve years ago, we set out to empower the heart and soul of hospitality: independent properties. Since then, we've watched the landscape shift dramatically. Major brands now control 72% of U.S. hotels. OTAs capture over 6% of independent property bookings. And the pressures — from post-pandemic recovery to labor shortages to operational costs — continue to mount.

"Hospitality is fundamentally human — and every piece of data is an opportunity to create extraordinary guest experiences"

ADAM RICHARD

From the beginning, Cloudbeds has been about more than managing properties. We started with a simple idea: that the tools available to big hotel brands should work for everyone — not just the few with full-time IT teams and deep pockets. That ambition still drives us today.

Yes, in analyzing data from over 20,000 properties across 150 countries, we see green shoots of opportunity. Hospitality is fundamentally human — and every piece of data is an opportunity to create extraordinary guest experiences. Independent properties that activate this data with modern technology are pulling ahead. They're automating the mundane to focus on the memorable. They're proving that being independent doesn't mean being alone.

This is why we've planted our stake in the ground with Cloudbeds Intelligence. This isn't just about AI — though that's part of it — but intelligence that unifies operations, creates opportunities, and amplifies human capabilities. Your victories are our victories.

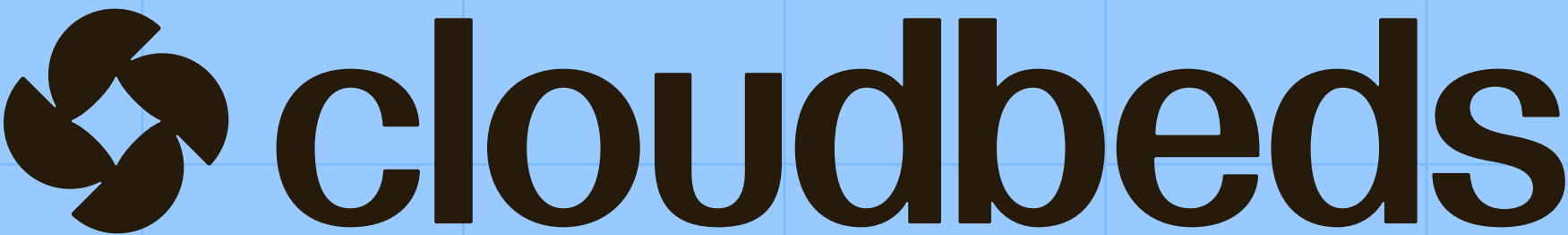
And together, we're building a future where independent hospitality businesses don't just survive — they lead the way forward.

Back in 2012, our founders were travelling in Brazil when they realised how hard it was to book local accommodation. The tools weren't made for small properties. So we built one that was. Today, Cloudbeds powers tens of thousands of properties around the world, helping ambitious teams grow on their own terms.

Club Bali, Philippines

Caring

Rebel



Head

Built for your ambition

Heart