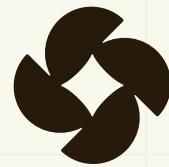


# cloudbeds

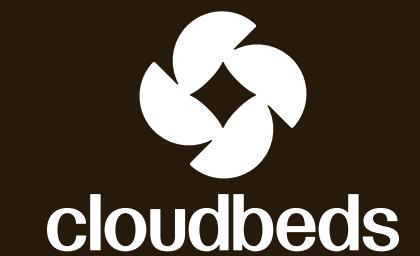
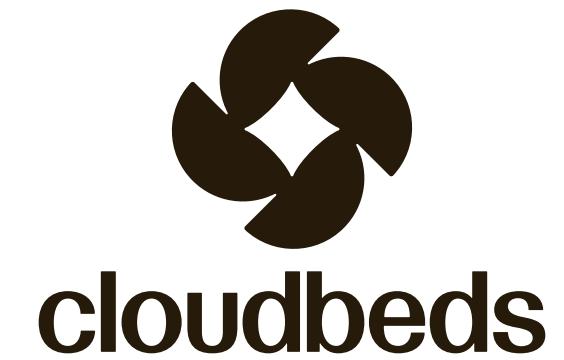




## The Flywheel

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

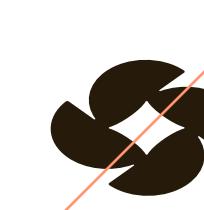


The logo is either black (coffee) or white.

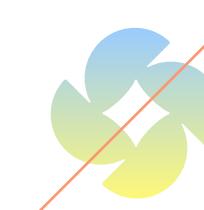
### Logo Don'ts



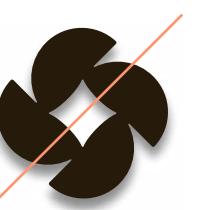
Re-color



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**

Headline  
Subhead  
Body

Body

Secondary

# Stix Two Text

abcdefghijklmnopqrstuvwxyz

0123456789

Weights

**Regular**

**Semibold**

More than a PMS.  
Your unfair advantage.

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

Light

#DFFEFF

#FFFFE4

Light Mid

#BFDEFF

#FFFCBB

Base

Blue Sky

Yellow Lemon

#99CBFF

#FFF878

Dark Mid

#4DA4FF

#FFD944

Dark

#18317A

#FFC107

## Neutral

#FBFBF6

#F8F8ED

Chalk White

#F2F2E9

#D9D9CC

#B8B8A9

Black Coffee

#261C0A

#99876B

White

White

## Support

#D7EED8

#B4DFB5

Green Tea

#90D092

#659266

#3A533A

#FFD9CC

#FFB89E

Orange Crush

#FF9670

#B3694E

#E9EOFA

#D6C5F5

Purple Haze

#C2A9F1

#8876A9

#4E4460

## Gradients



#99CBFF

#DFFEFF

#FFF878

#FFF878

White

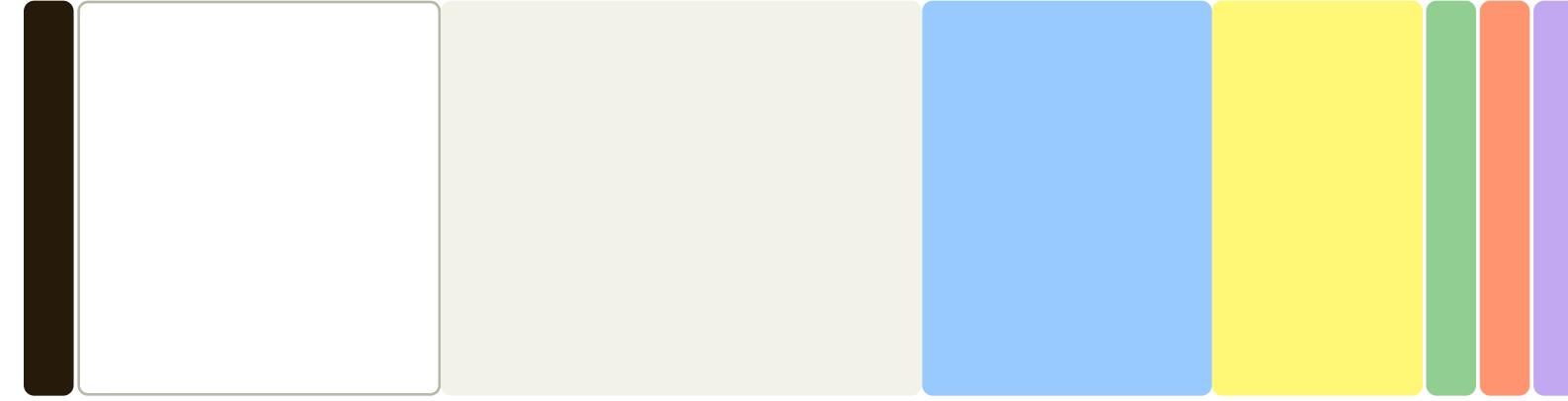
#F2F2E9

White

#99876B

White

## Color Hierarchy



## Graphic Patterns

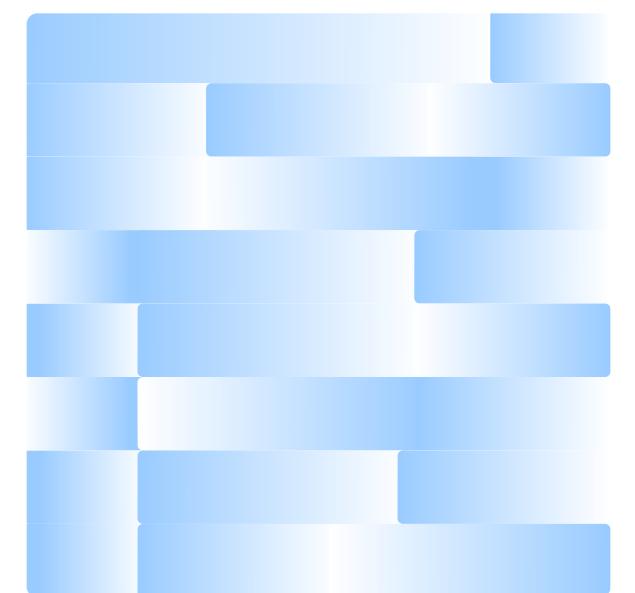
Our graphic system is built on a modular grid that brings structure, rhythm, and visual consistency across brand applications.

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.

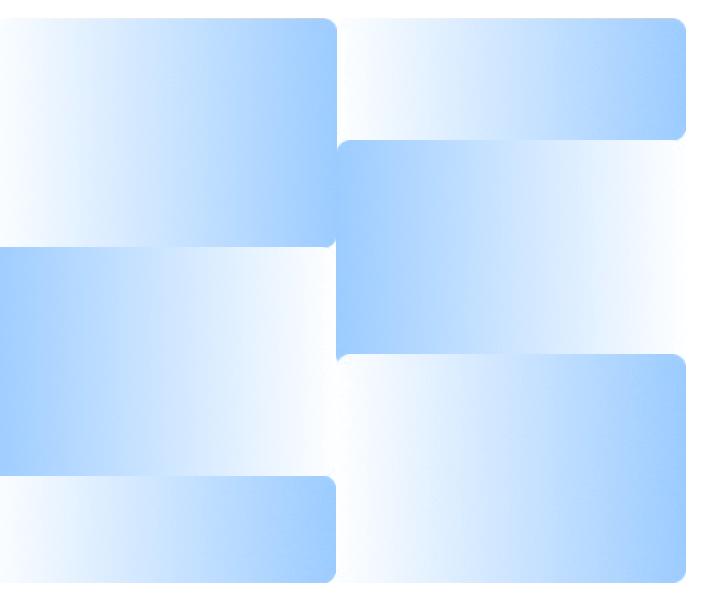
While the system favors order, it's designed to flex—strategic breaks from the grid introduce energy, draw attention, or support storytelling moments.

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

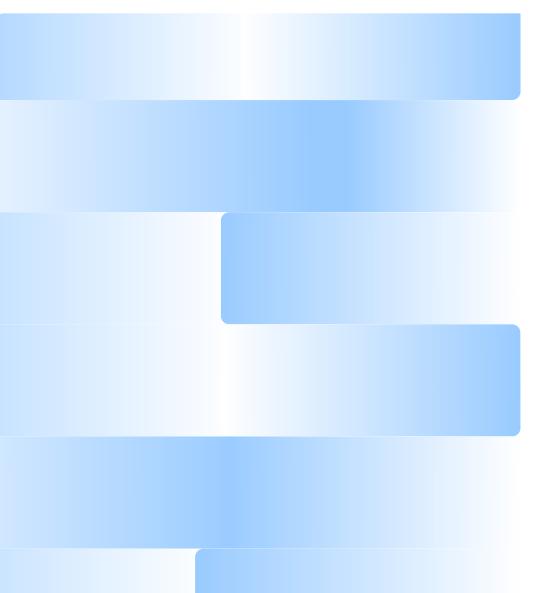
### Modular Pattern



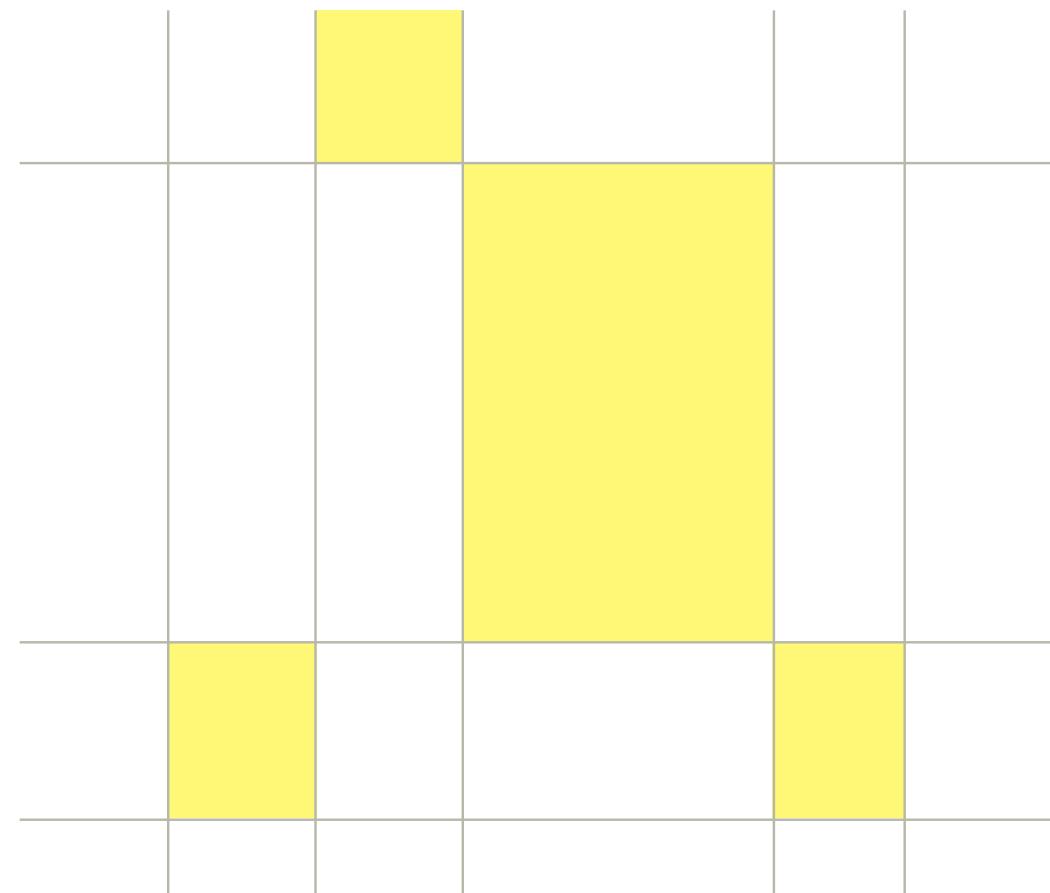
Pattern



Texture



### Modular Grid



# The Big Book of OTAs

A Hotelier's Guide to Top  
Distribution Channels

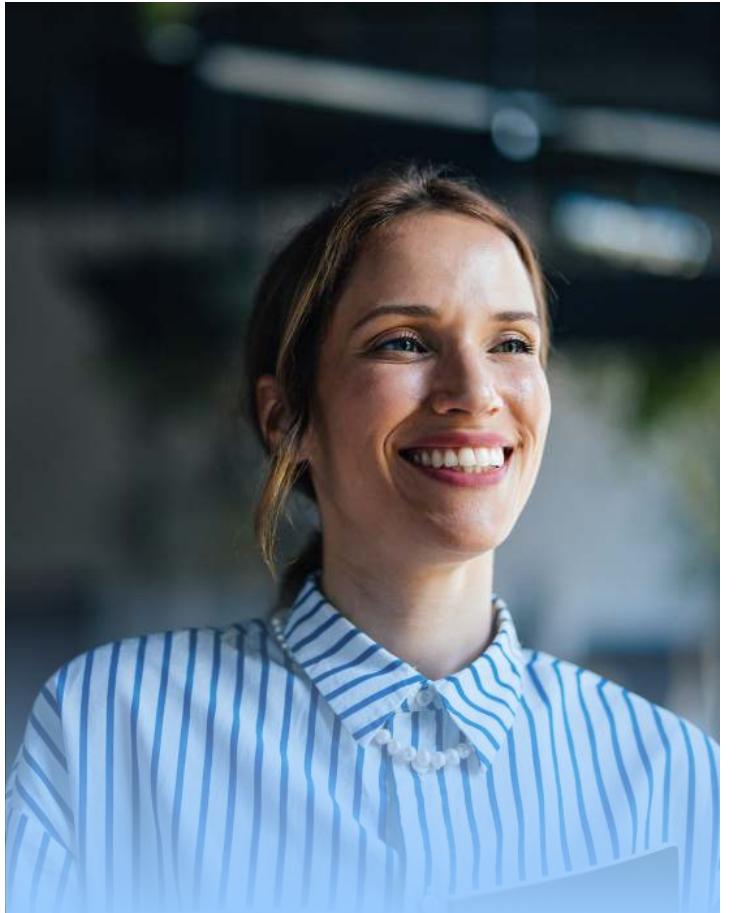
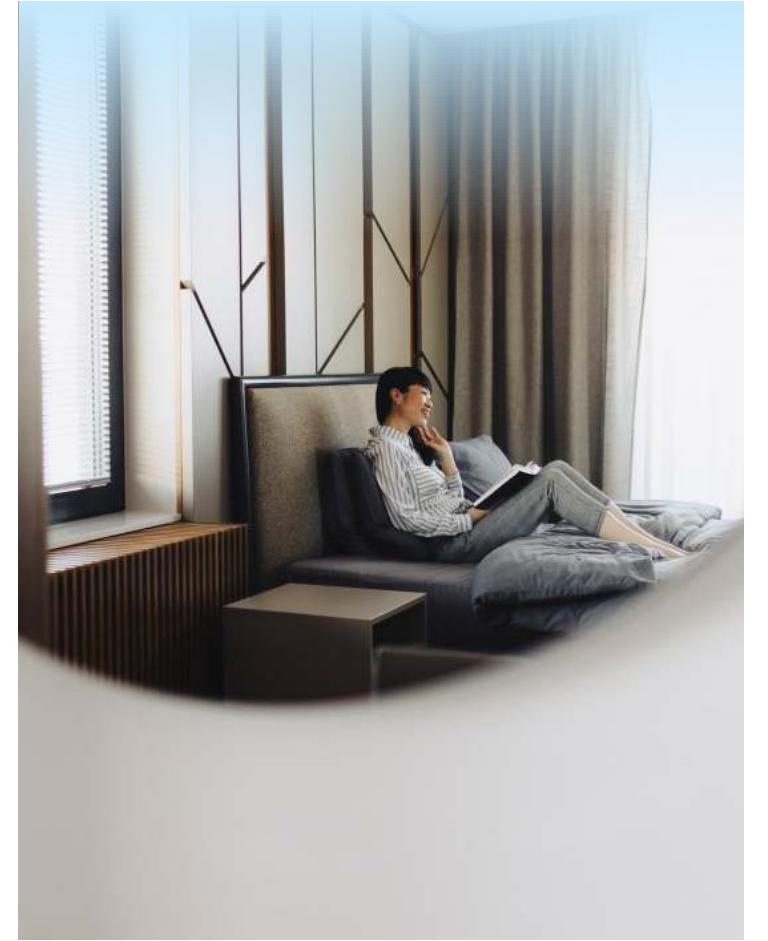
Free  
Hotelier  
Ambition



## 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.

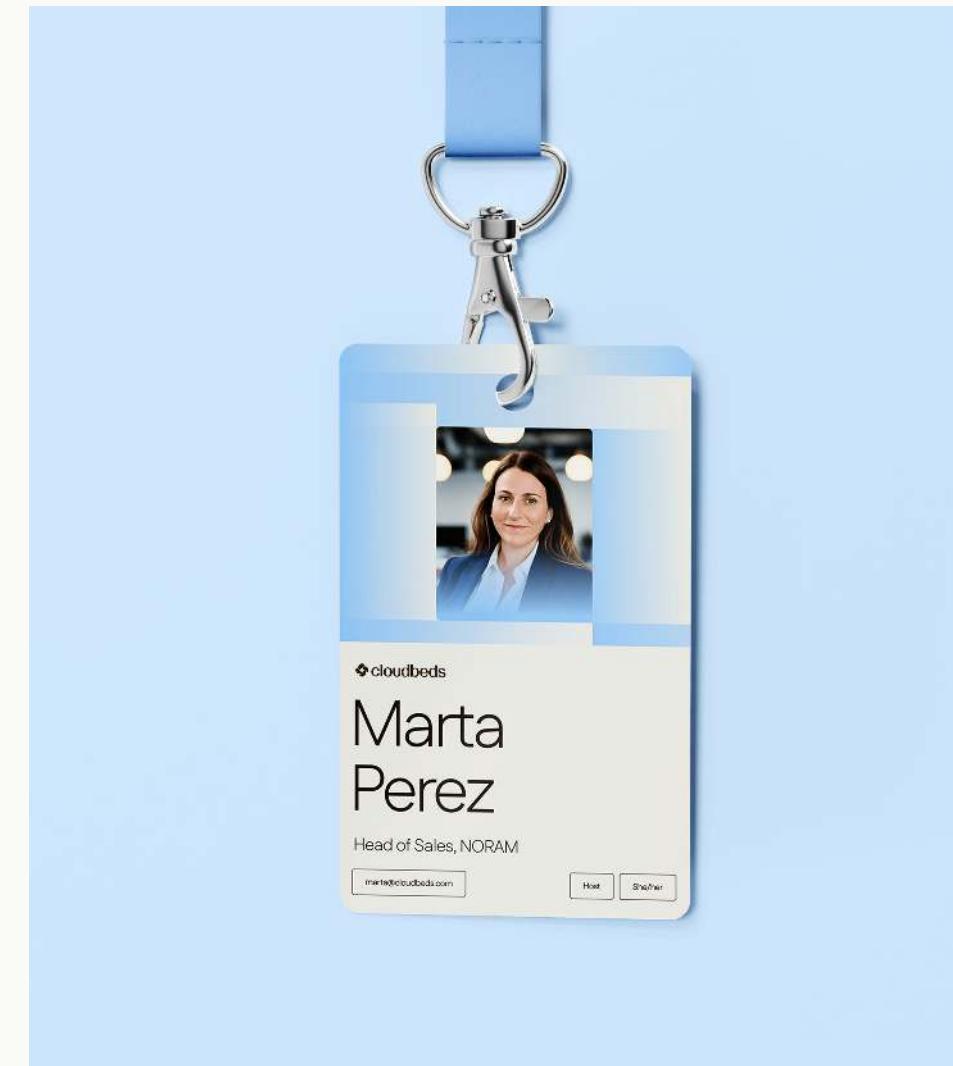
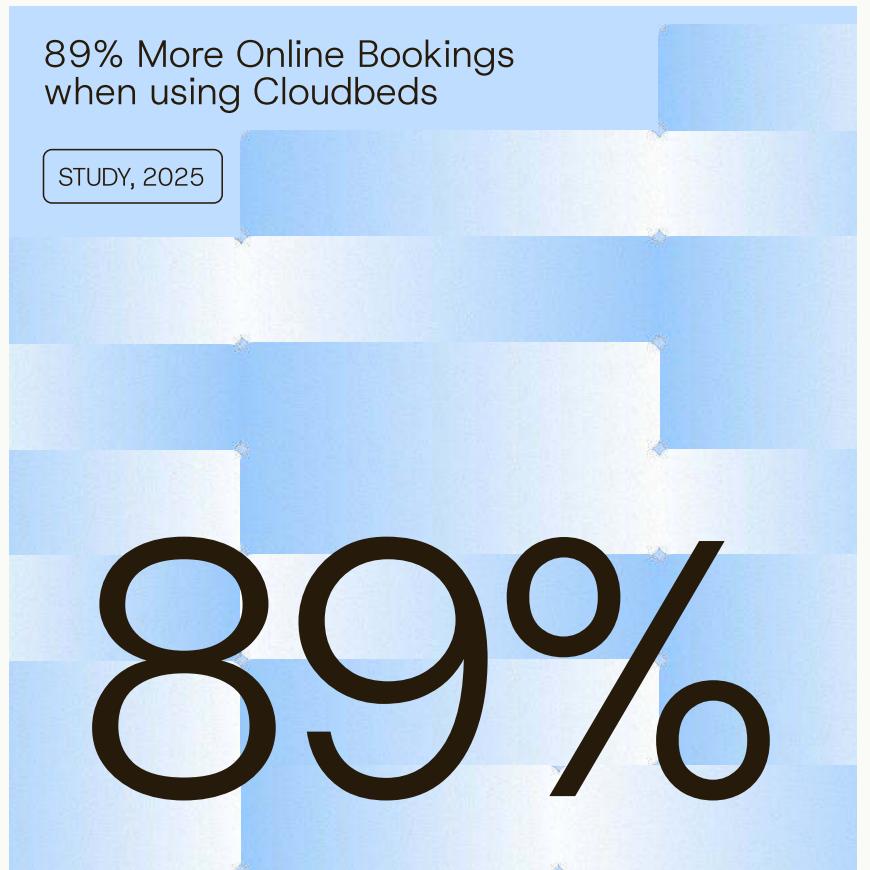
# Real Ambition



# Magic Moments



# Design examples



Trusted by: Expedia Booking.com Airbnb

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.

Executive Note

2020 REPORT

## 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. hotel OTAs capture over 60% of independent property bookings. And the pressures – from post-pandemic recovery to labor shortages to operational costs – continue to mount.

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.

Yot in analyzing data from over 20,000 properties across 130 countries, we see great shoots of opportunity for independent properties. Every piece of data – and every piece of data is an opportunity to create extraordinary guest experiences. Independent properties are the ones that are pushing the latest technology we're polling about. They're automating the mundane to focus on the memorable. They're prioritizing guest experiences above room being booked.

This is why we've planted our stake in the ground with Cloudbeds Intelligence. This isn't just about AI. It's about using AI to help independent properties operate, create opportunities, and amplify 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 we lead.

Club Balai, Philippines

ADAM & RICARDO

Join us for Passport 2025 – Registration now open! Register now [X](#)

cloudbeds Platform Pricing Signals AI Hoteller Stories Resources Company

Support Request a Demo Login EN

## Powering the world's most ambitious hoteliers

Book a Demo Explore Platform

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.

Run faster. Operate leaner. Market smarter.

Caring

Rebel

Head

Built for your ambition

Heart

