

BRAND ROOM



# We empower hoteliers everywhere.

RoomRaccoon is an award-winning Hotel Management System trusted by thousands of independent properties across the globe. RoomRaccoon's cloud-based platform empowers hoteliers and accommodation providers with a comprehensive range of products and solutions to increase revenue, streamline operations, and enhance the guest experience. And with over 400 integrations, RoomRaccoon is one of the most connected solutions on the market. Founded in 2017 by a hotel owner and tech specialist, RoomRaccoon was awarded the Best Hotel Management System in the World by Hotel Tech Report in 2020 and 2021



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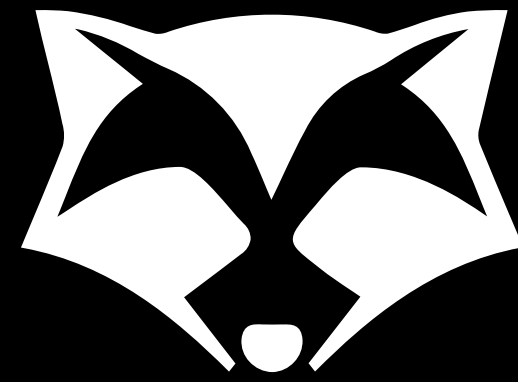
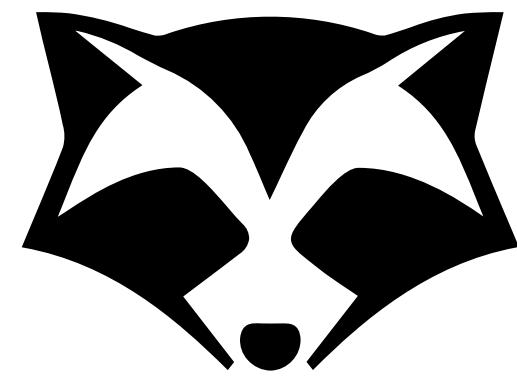
Typography

# THE LOGO

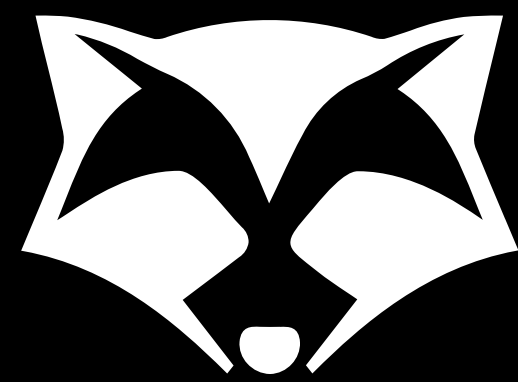
This is our full logo including raccoon head (symbol) RoomRaccoon (wordmark) and 'cloud hotel management' (strapline). The raccoon head can be used separately from the full logo, as a symbol.



Download



**ROOMRACCOON**  
cloud hotel management



**ROOMRACCOON**  
cloud hotel management

SVG

PNG

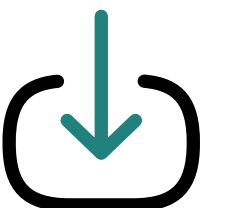


**ROOMRACCOON**  
cloud hotel management



**ROOMRACCOON**  
cloud hotel management

Download all  
SVG & PNG





## Usage

# HOW TO



When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come into play.

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the cap height from the wordmark and strapline as a reference for the appropriate clearspace. **Cap height = X**

The same general rules for clear space and margins that apply to the logo and wordmark also apply to the symbol.

## The anatomy



## Background colour



The background must be the contrasting colour to the predominate negative version of the logo.

## Incorrect use of logo and symbol

- Do not apply colours or design elements to the logo.
- Do not rotate, reverse, stretch or alter any proportions or arrangements of the logo.
- Do not apply gradients, shadows, or other effects.
- Do not place or overlay logo on any complex or busy backgrounds.
- Do not separate the symbol from wordmark and strapline if using the logo.



- Do not outline the symbol.
- Do not alter the spacing of the shapes.
- Do not skew, squeeze, or alter shapes.



- Only use approved background colour, combinations or gradients.

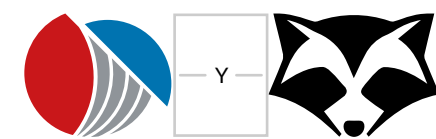


## Co-branding

# IN PARTNERSHIP

For RoomRaccoon and partner logos, there must be appropriate spacing between the logos as per the RoomRaccoon clear space guidelines. If a partner is using their full logo, the full RoomRaccoon logo must be used.

The separation of the full logo and the symbol can be determined by \*x and \*y spacing as shown below. The spacing 'x' of the **full logo** is the width of the RoomRaccoon symbol with a line spacer to separate directly down the middle. **The symbol** spacer 'y' is the distance used from the wordmark and the symbol.



### Symbol placement



Colour symbol logos can be used if the negative version of the RoomRaccoon logo is placed on a contrasting background.

### Inverted co-partnership



For RoomRaccoon branding the logo must sit on the left-hand side to the partner logo.

### Logo placement

Centralised logos but have even distribution either side



# COLOUR

The proportion of the colour bars denotes the correct ratio to use against the other colours. **Secondary Green** and **Sidebar Blue** are to be used as background colours, with the **Active Blue** to be only use proportionally on top the **Sidebar Blue** as a highlighting colour. **Orange** is to be only used for events, social media and for call-to-action buttons. To outline, use **Outline Grey** or infill for system details. **Coral** is background highlight colour that can be used on all colours except **Orange**. **Charcoal** is tertiary background colour to the **Prime Green**, but not to be used with **Sidebar** or **Active Blue**.



Palette



PRIME GREEN

#20827C

CMYK 81 | 27 | 51 | 11

RGB 32 | 130 | 124

ACTIVE BLUE

#273240

CMYK 85 | 69 | 49 | 54

RGB 39 | 50 | 64

SECONDARY GREEN

#EEF5F5

CMYK 9 | 1 | 5 | 0

RGB 258 | 245 | 245

Can't be used with coral and outline grey

SIDEBAR BLUE

#151B26

CMYK 92 | 78 | 54 | 73

RGB 21 | 27 | 38

OUTLINE GREY

#CCCCCC

CMYK 27 | 17 | 18 | 01

RGB 204 | 204 | 204

Can't be used with secondary green or used as a font colour

Can't be used with coral, secondary green or outline grey, but in a limited amount on prime green

ORANGE

#FF643B

CMYK 0 | 72 | 74 | 0

RGB 255 | 100 | 59

CORAL

#FF8484

CMYK 0 | 61 | 37 | 0

RGB 255 | 132 | 132

Can't be used with orange, secondary green or outline grey, but in a limited amount on prime green.

# IMAGERY

When using images of people, there must be no direct eye contact. All the images must have a relevance to the topic or generalised to suit its intended purpose. Additionally, the more candid the composition the better. When we use photos and videos, we should always focus on using authentic footage from our own shoots and 'limit' usage of stock footage.



## Narratives



All of our images must be high quality and professionally taken. All images must have user rights set to 'commercial and other licences' and unlicensed or watermarked images cannot be used.

Try to use a series of images to create narratives in order to allow for further adaptations. We will use a mixture of product mock-ups, product usage shots and photography depicting hoteliers performing "daily tasks".



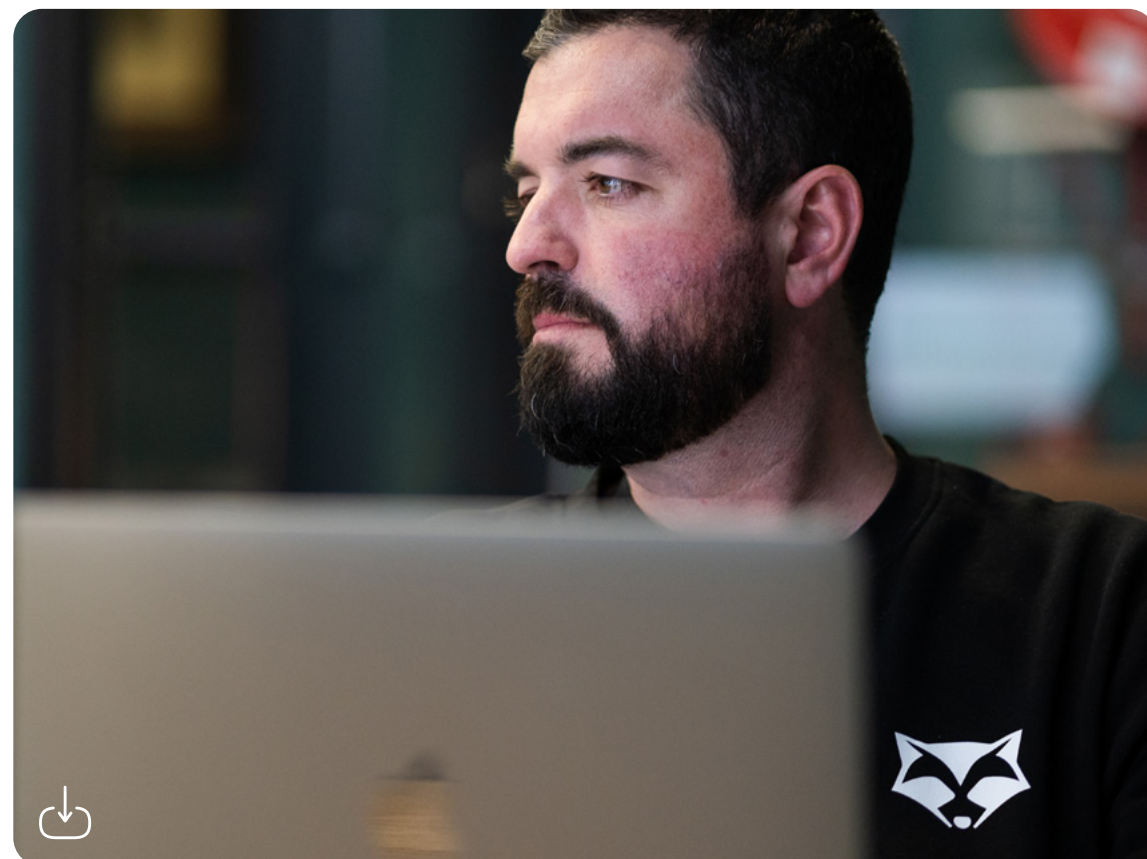
Stock





# RACCOONS

Photos of our team can be used for any marketing or design collateral. They cover a number of activities including events and in-office shots of the team working together to become the world's number one hotel management system.

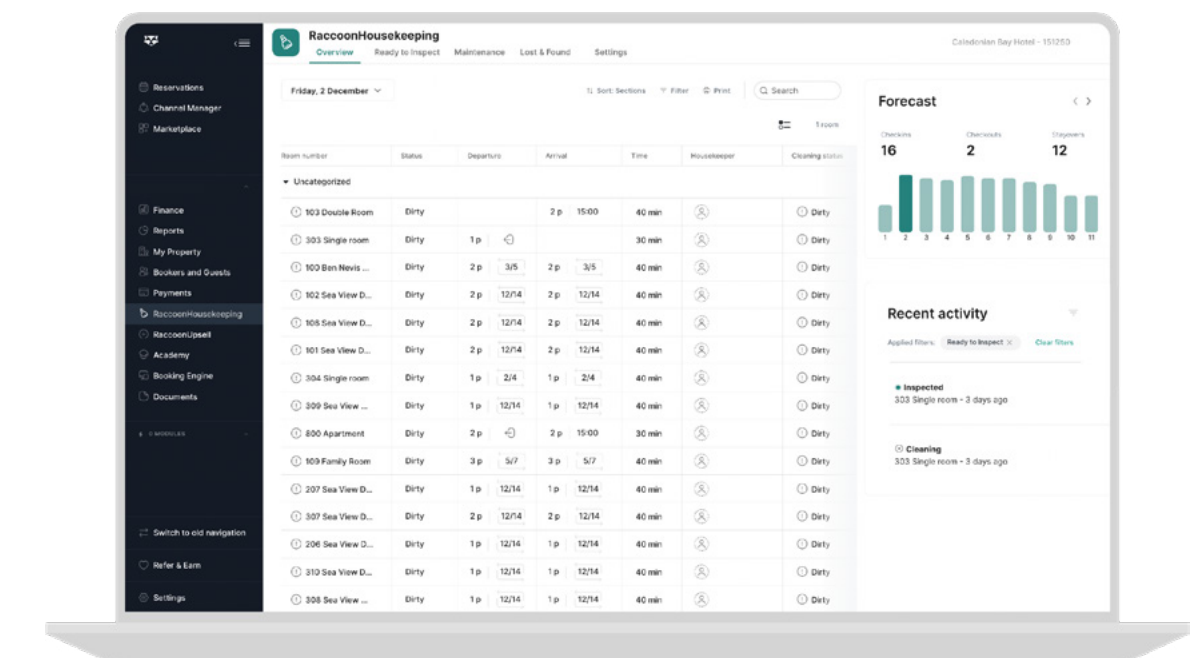
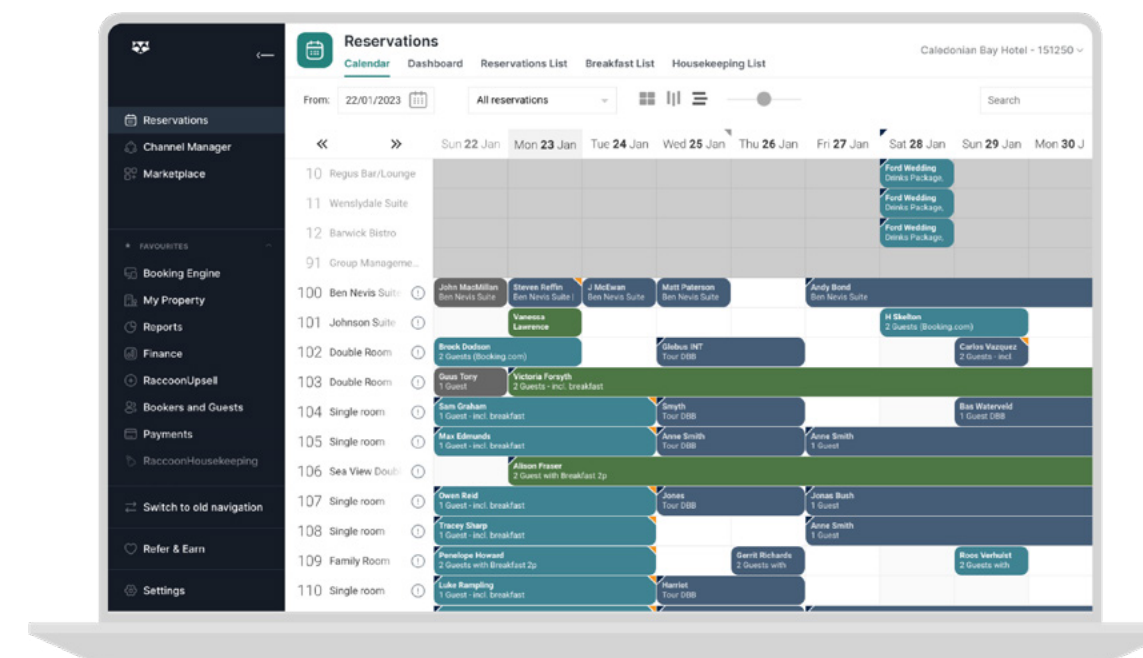
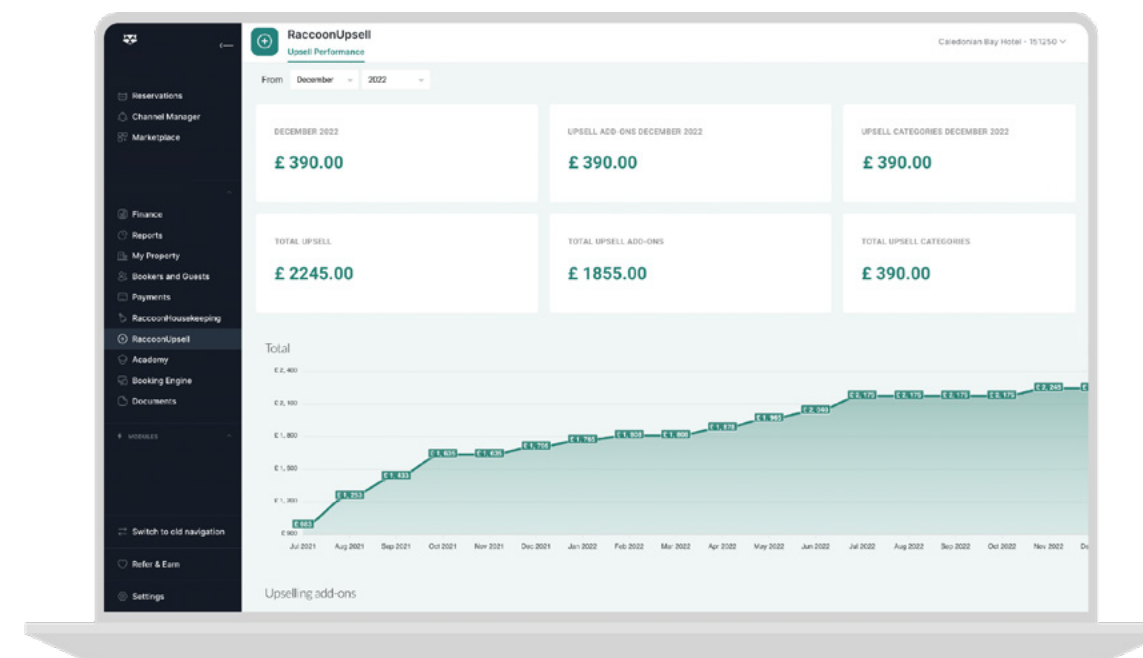
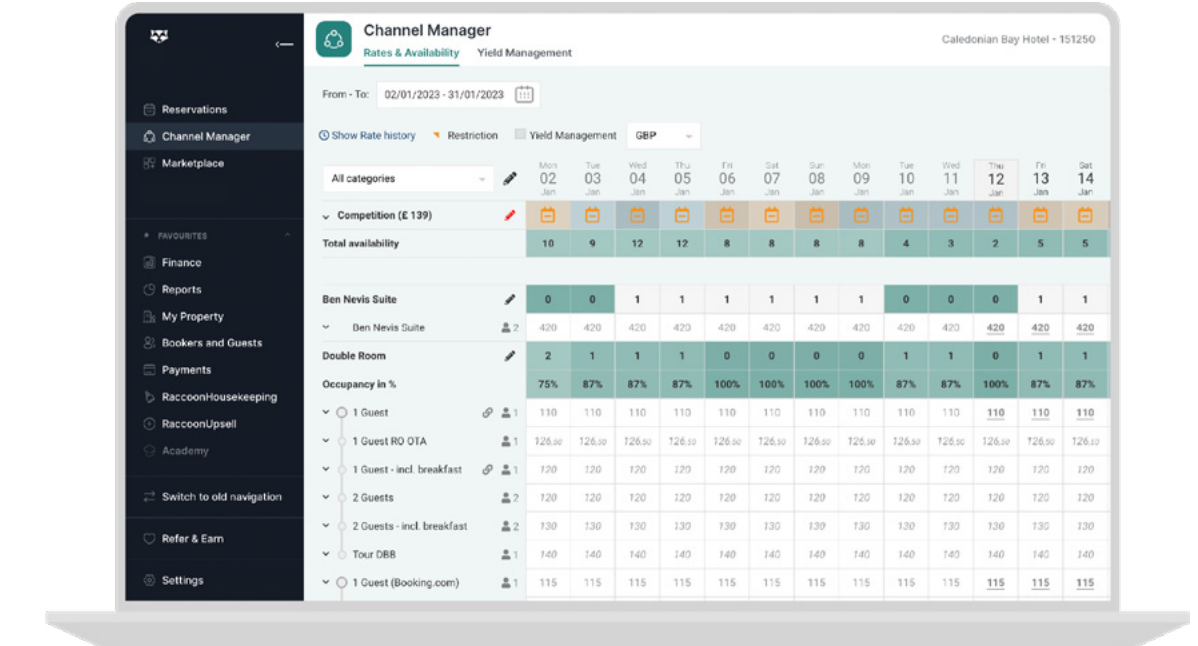
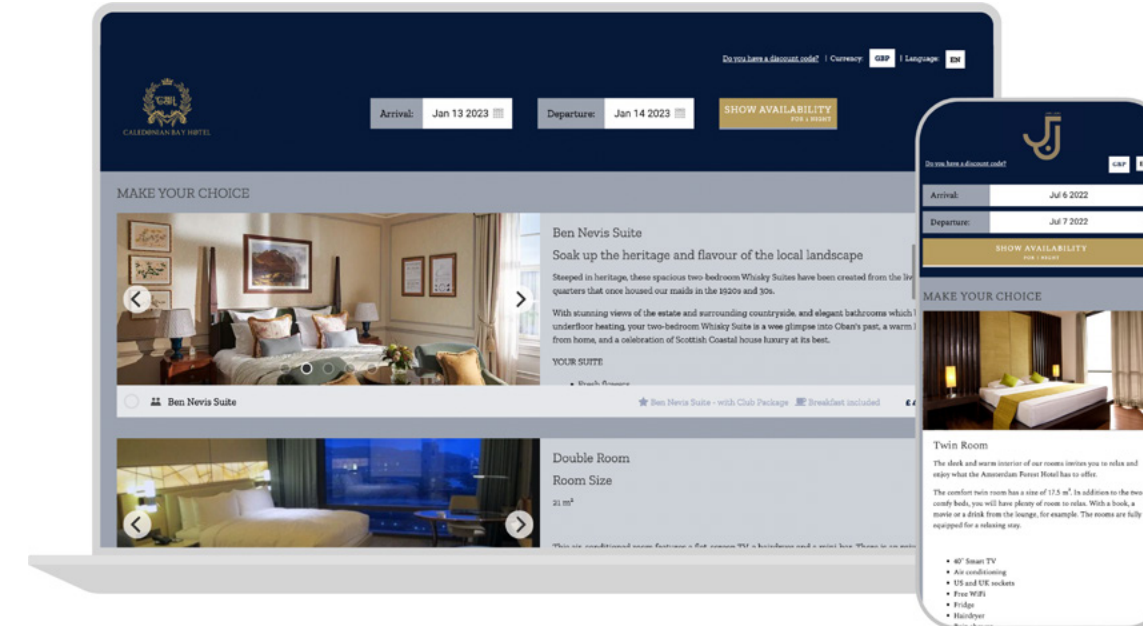
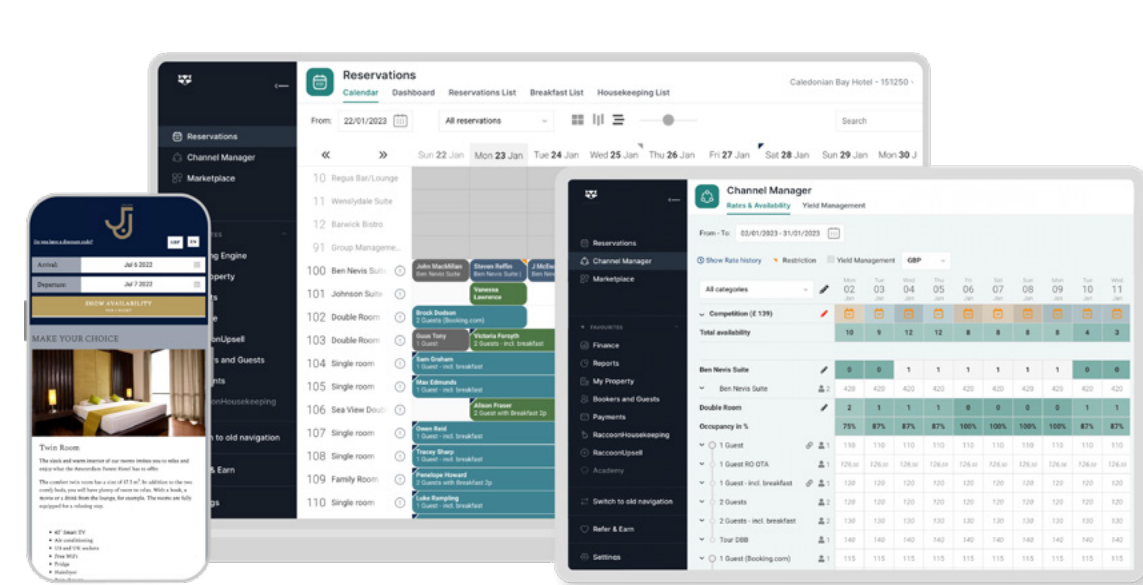


Branded

Download all  
JPEG 

# OUR FEATURES

These mock-ups of our various features can be used for any marketing or design collateral. Different languages and currencies can be downloaded upon request



Branded

Download all  
PNG 

# TYPOGRAPHY

We use the font family Lato. It's a global font, it is part of many online and application system font books. There is a vast selection of font size available. However, RoomRaccoon uses the selected variants below dependent on digital or print deliverables

Lato

 [Download font](#)

**Black**

***Bold italic***

**Bold**

*italic*

Regular

Thin

Font



# ROOMRACCOON

cloud hotel management