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 cloudbased 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



THE **INDEX**



 \Diamond



Typography

Logo

Colour

Imagery

THE LOGO

Download

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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.











ROOMRACCOON cloud hotel management

SVG

PNG



HOW TO



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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.





cloud hotel management





• Only use approved background colour, combinations or gradients.











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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.





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.

PRIME GREEN

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Palette

#20827C CMYK 81 | 27 | 51 | 11 **RGB** 32 | 130 | 124

> Can't be used with coral and outline grey

SECONDARY GREEN

#EEF5F5 CMYK 9 | 1 | 5 | 0 RGB 258 | 245 | 245

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

ACTIVE **BLUE**

#273240 CMYK 85 | 69 | 49 | 54 **RGB** 39 | 50 | 64

SIDEBAR **BLUE**

#151B26 CMYK 92 | 78 | 54 | 73 RGB 21 | 27 | 38

OUTLINE GREY #CCCCCC CMYK 27 | 17 | 18 | 01 RGB 204 | 204 | 204

ORANGE

#FF643B CMYK 0 | 72 | 74 | 0 RGB 255 | 100 | 59

CORAL

#FF8484

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



IMAGERY

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Stock

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





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".





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.

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.







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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







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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



 \bigotimes

 $\left(\begin{array}{c} \circ \\ \end{array} \right)$

Font

Black

Bold italic

Bold

italic

Regular

Thin



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