

Inntopia Brand Guidelines

LAST UPDATED: DECEMBER 7, 2017

BRAND GUIDELINES

Intro

Congratulations, the moment you didn't know you were waiting for is finally here! Yes, you are reading the official Inntopia brand guidelines.

Inntopia hasn't had these before, so this document will attempt to be three things:

1. Simple: so the guidelines are easy to implement.
2. Visual: so you have a good idea of what "on-brand" actually looks like.
3. Short: so you actually read this document (if you've made it this far).

A Very Important Note

Before we jump in, let's address the fact that not all of you will either like or agree with these guidelines. That's okay. But we're going to ask you to turn off your inner designer for just a moment and follow these guidelines anyway.

Yes, it will be hard - uphill both ways through the snow, more than likely - but without consistency, we don't have a brand. So, yeah, it's important we're all on the same page.

Besides, if you follow the guidelines and your presentation or document or whatever bombs, you have a scapegoat; "The good-for-nothing marketing team that made us follow those dirty rotten brand guidelines!" If you strike out on your own, however, and things go south...well...you get the idea.

Sound good? Onward.

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Logo

Our brand is made up of a few elements. The first is our logo. All logos feature the new and improved up-and-to-the-right needle. Here's the skinny.

Flag

The first is the flag. When the logo is a smaller part of a larger, text-heavy document (email, DOC, PPT, website, eviction notice, etc.) this is the logo to use.



Traditional

The second is the traditional logo (with no subtext). Use this logo when it's flyin' solo (slide with sponsor logos, the single chair at MRG, etc.). Depending on the background color, here's a handy guide for which to use.



Size

When using our logo with other content (like a doc, PPT, flyer, etc.), a good rule of thumb is to not make the logo any wider than $\frac{1}{3}$ the width of that content.

For example, in this document that would be about 2" wide ($6.5" / 3$).

So this:

INNTOPIA

Rather than this:

INNTOPIA

Stronger visually, the flag can be even smaller as you may notice in this guide's footer.

So this:



Rather than this:



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Email Signature

Perhaps the most common element you'll be interested in (besides the logo) is a format for your email signature. Between 70 employees and all the emails we each send every day, email signatures are actually really powerful little packages of branding. It's like that the old Chinese proverb says, "It's not the size of the signature in the marketing, it's the size of the marketing in the signature."

We'll get to brand fonts in a page or two, but just know that you DO NOT need to apply any special font to your signature. Just stick with the default font your email platform uses so it matches the text in your emails. Here's the format.

NAME IN ALL CAPITALS

Job Title, Company Name

youraddress@inntopia.com

phone number (with country code)

additional phone number(s)

Italicized bonus text for some else (like Insight promo or support numbers/hours).

<http://withalinkattheendifrelevant.com>

The Inntopia logo consists of the word "INNTOPIA" in white, uppercase, sans-serif font, centered within an orange trapezoidal shape that tapers to the right.

And here's how that would look with some actual contents.

JOHN DOE

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Join us at Inntopia Insight, May 21-24 in Vail, CO.

<http://bit.ly/Insight2018>

The Inntopia logo consists of the word "INNTOPIA" in white, uppercase, sans-serif font, centered within an orange trapezoidal shape that tapers to the right.

Feel free to add more stuff (like "@Nsync_4_lyfe" for all you tweeps out there) below your email or phone number(s), but try as best you can to keep things as consistent as possible. By the way, that smaller flag logo is with the other logos at corp.inntopia.com/brand.

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Elements

The next element is color. Our palette looks fabulous any day of the year, but especially on Halloween and Syracuse game days.

Brand Orange



Hex: #ed6e06
RGB: 237,110,6

Used for:

Logo background
Buttons
Links

Dark Gray

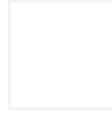


Hex: #333333
RGB: 51,51,51

Used for:

Title background
Text on light
background

White

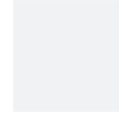


HEX: #FFF
RGB: 255,255,255

Used for:

Dark text background
Text on dark gray
background

Light Gray



HEX: #F1F2F3
RGB: 241,242,243

Used for:

Supporting content
background (quotes,
logos, etc.

Font

Inntopia uses Raleway as a brand font. The weight we typically use is Raleway Regular for titles and body text and smaller, uppercase Extra-Bold for preheader or subheader text. Black Italic would make a great band name, but isn't something our branding uses.

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium

Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

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Words

Sticks and stones may break your bones, but use the wrong words and I'll break yours. No wait, that didn't come out right. Regardless, we've got a few words we use as a company that you should probably know about.

Names

Company	Inntopia (note, when not a logo, the word "Inntopia" is not uppercase).
<i>Original Inntopia</i>	<i>Commerce</i>
<i>Ryan Solutions</i>	<i>Marketing Cloud</i>
<i>DestiMetrics</i>	<i>Business Intelligence</i>

Who gets to go first?

Our marketing is a safe place, free from favorites, so instead we follow the logical flow of generate demand, capture demand as bookings, and analyze the results.

For various reasons, we'll also occasionally use just the combination of the three core words which, when ordered as outlined above, results in "Marketing + Commerce + Intelligence" like you see in some of our marketing collateral.

Words

Next are a few specific ways we talk about features or functionality in our products. This list may expand in the future, but here's a short list.

Good

Transactions
Cart
Abandonment
eCommerce
Lifecycle messaging

Not-So-Good

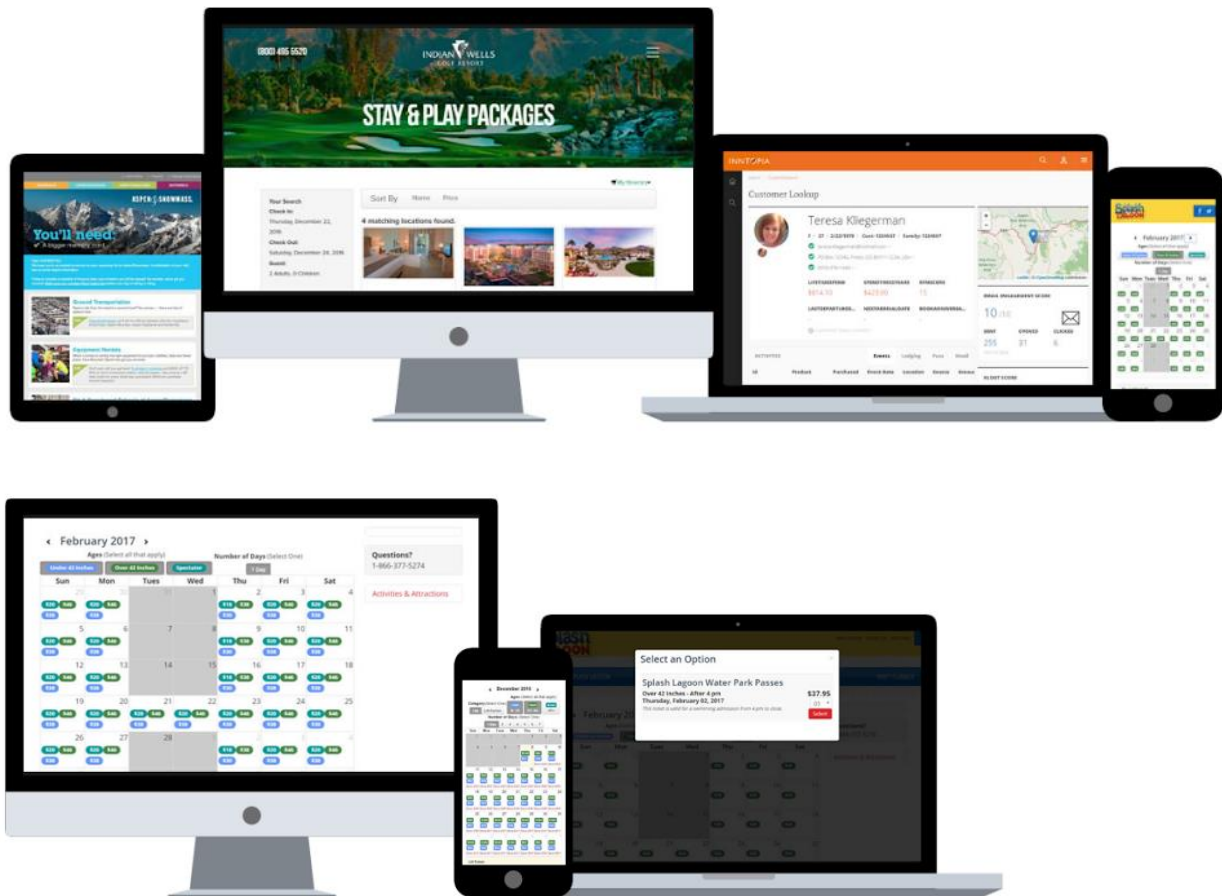
Bookings, Reservations
Itinerary
Conversion
e-commerce, Ecommerce, etc.
Life-cycle messaging

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Screenshots

One thing you'll see right away in our marketing is screenshots. Even more, you'll see very little stock photography or even photography in general.

We're going screenshot-heavy and stock-photo-light for a few reasons, but if you ever want a splash of color or additional visual elements in something you're building, consider a screenshot placed in a device (or two or three or four).



If you need such a collage for any sort of document you're working on, reach out to your friendly, neighborhood marketing team member and they'd be happy to give you a hand. Except for Pascale. We all know what happens when you ask her for a screenshot.

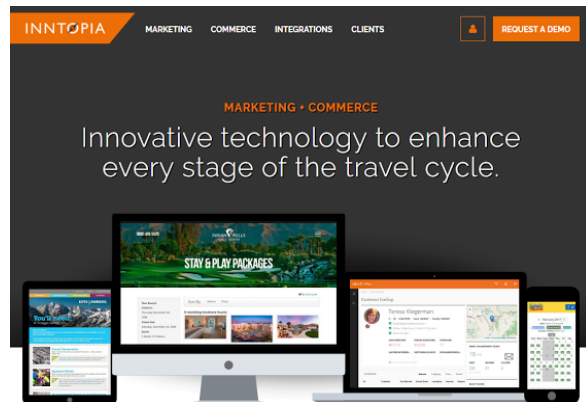
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Examples

So how does this look in the wild. Here are two examples - website and PPT - to illustrate how these elements come together.

Header

Let's start with the site. We start with a relatively small flag logo at the top. A large, white text on a dark gray background. Closing out with a collage of screenshots.



Body

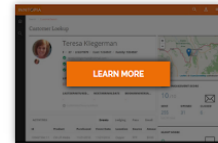
Next, we get into the main content. Dark gray text on white background with orange buttons and orange links. All text is Raleway Regular except for pre-headers that are Raleway Extra-Bold, all uppercase, brand orange.

Inntopia is an innovative layer of travel technology that connects your existing systems in powerful ways. For marketing that's a centralized database of guest profiles that enable next-level analysis and targeting. For commerce that's dynamic packaging, automated fulfillment, and optimized booking on every channel. The result is greater demand for your products, the ability to capture more of that demand, and increased revenue for every profit center.

MARKETING CLOUD

Turn guest data into marketing that drives revenue and bookings.

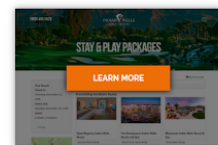
[Guest CRM](#) · [Lifecycle Messaging](#) · [Online Data Portal](#)
· [Professional Surveying](#) · [Strategic Consulting](#)



COMMERCE

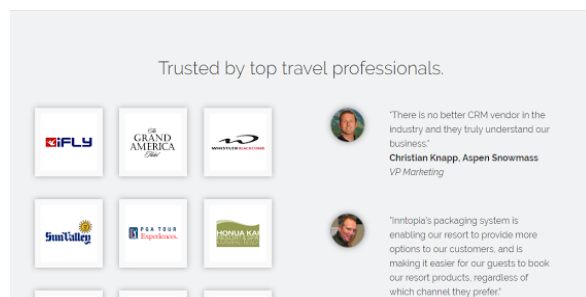
Sell any travel products from any device in one reservation.

[Central Reservations System \(CRS\)](#) · [Agentopia](#)
· [eCommerce](#) · [eTicketing System](#) · [Bundling & Packaging](#)



Supporting

Finally, we wrap up with logos, quotes, and other supporting information on a light gray background.



Now let's look at a PowerPoint which will likely be the most common piece of collateral many of you create.

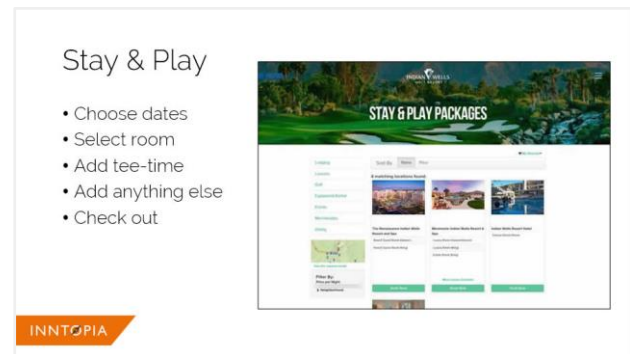
Title and Section Header

Large white text on a gray background, screenshots, and the flag logo flying in from the bottom left.



Content Slide

White background, dark gray text, flag logo flying in from the bottom left. Charts, screenshots, etc. would all be great on a PPT slide.



Supporting Slide

Client quotes, logos, a single big number/stat or other stuff that may not be main content. May not be a commonly used element, but it is there as an option to balance out the dark gray and white. And, yes, flag logo flying in from the bottom left.



A Note About Word Docx (See What I Did There)

Even more common, however, will be Word documents. Sometimes branding, for whatever reason, isn't the right fit so don't sweat it if Raleway and/or the flag logo in the footer doesn't fit the tone and context of what you're creating. I mean you're welcome to sweat it if you'd like, but we won't take responsibility for any resulting stains or smells. In such situations, go with either Arial or Calibri for the body text.

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Files & Links

So there you have it. If you have any questions reach out to Gregg Blanchard (gblanchard@inntopia.com) with cash in your hand a smile on your face.

This document was last updated Mar 27, 2017. If you want to make sure you're reading to most current version, you can download it below along with other files you may want/need including:

- Fonts
- Logos
- Images
- PPT/DOC templates
- etc.

Brand Files

<http://corp.inntopia.com/brand/>