

Inntopia

Brand Guidelines

Updated December 10, 2019

Intro

From a branding perspective, we have a few goals as a company:

- We want people to know what we do
- We want people to remember us
- We want people to think happy thoughts when they see our name

Brand guidelines are the glue that helps holds all these pieces together. It helps that everything from that awesome blog post to our handouts at tradeshow to all tie together and tell the same story in the same way to increase our chances of all of the above.

So, I've put together this little guide to help you stay, as we say in the biz, "on brand."

Enjoy.

Colors

Let's start with some colors. Naturally, our main color is orange. On the web, it's hex code #ED7A23. In print, that's RGB 237, 122, 35. We use this for stuff like:

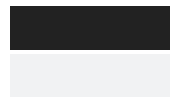
- Title page backgrounds
- Pre-header text
- Icons



Grays

We also use two shades of gray. Dark gray for body text, light gray for backgrounds:

- Dark Gray – HEX: #222222, RGB: 34,34,34
- Light Gray – HEX: #F1F2F3, RGB: 241,242,243



Colors

Finally, we have four complementary colors. We sometimes use these to illustrate the verticals we sell to, but they can be used for accents and variety when needed.

- Green (golf) – HEX: #61a273, RGB: 97,162,115
- Blue (ski) – HEX: #42858f, RGB: 66,133,143
- Yellow (attractions) – HEX: #f1b822, RGB: 241,184,34
- Purple (hospitality) – HEX: #9c6168, RGB: 156,97,104



Notes

Ideally, title slides and covers should be orange as often as possible. But colors like the ones above would be great on section breaks, icons, charts, etc. In fact, the PPT template at corp.inntopia.com/brand includes variations of section headers and content slides with those four colors.

Fonts

We use two fonts. One for headers, one for body text.

Headers

For headers we use Futura. Sticking with the default sizes recommended by word is a great way to go for various levels, which we've done in this done.

Heading 1

Heading 2

Heading 3

Body

For body text we use Chaparral. Depending on how much content you have, sizes 10-14 are a good range to stick within. Larger will feel easier to read and more approachable, smaller a bit more official and formal.

Size 14 Text

Size 12 Text

Size 10 Text

Logo

And, guess what, we have a logo! Ideally, we like to put our logo on a white background. A good rule of thumb for sizing a logo in a file or project is to never let the logo be more than 1/3 the height or width of the space it's filling. You can go even narrower than that when the logo isn't the main message (like on a letterhead).

Examples

So if you wanted to center align a logo in this doc, you'd do something like this (our text is 6.5" wide, so we this logo is just over 2" wide):

INNTOPIA

This would not be a great look:

INNTOPIA

Sometimes, we'll put this logo on other background colors. Not the first choice, but totally okay in some situations (like our website footer).



INNTOPIA

Details

We combine these elements in a few, unique ways.

Preheaders

We often use a two-tone header. On a white background, we use a white preheader on one line and a dark gray header on the. On an orange background, we use dark gray for the preheader and white for the header.

Preheader

Awesome Title Goes Here

Gutter

We typically place our logo within a white bar either above (on the website) or below (in documents) a solid block of orange. For example, the title page of a PowerPoint presentation might look like this:



Example

Curious what an “on brand” document would look like? Look no further than the document you’re reading.

- Orange background for title page
 - White gutter at the bottom
- < 1/3 width logo in the footer
- 36pt Futura for main header
 - Dark gray pre-header
 - White title
- 24pt Futura for page headers
- 18pt Futura for paragraph headers
- 14pt Chaparral for all body text

Keeping it simple is a great rule of thumb. Just follow some of these simple guides and you’ll have no problem staying on brand.

Note

At one point we left a white margin around the orange whenever we used it. That worked okay, but left mixed results in the end. So we’ve decided to move on from that style and just take the orange edge to edge from here on out.

Download Templates

But don’t feel left out in the cold, you could either use this document to create your own or download templates to start from at:

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

Thanks, and never hesitate to reach out if you have any questions about these guidelines or things we didn’t cover.