



Brand guidelines

Revinate brand and visual identity standards.

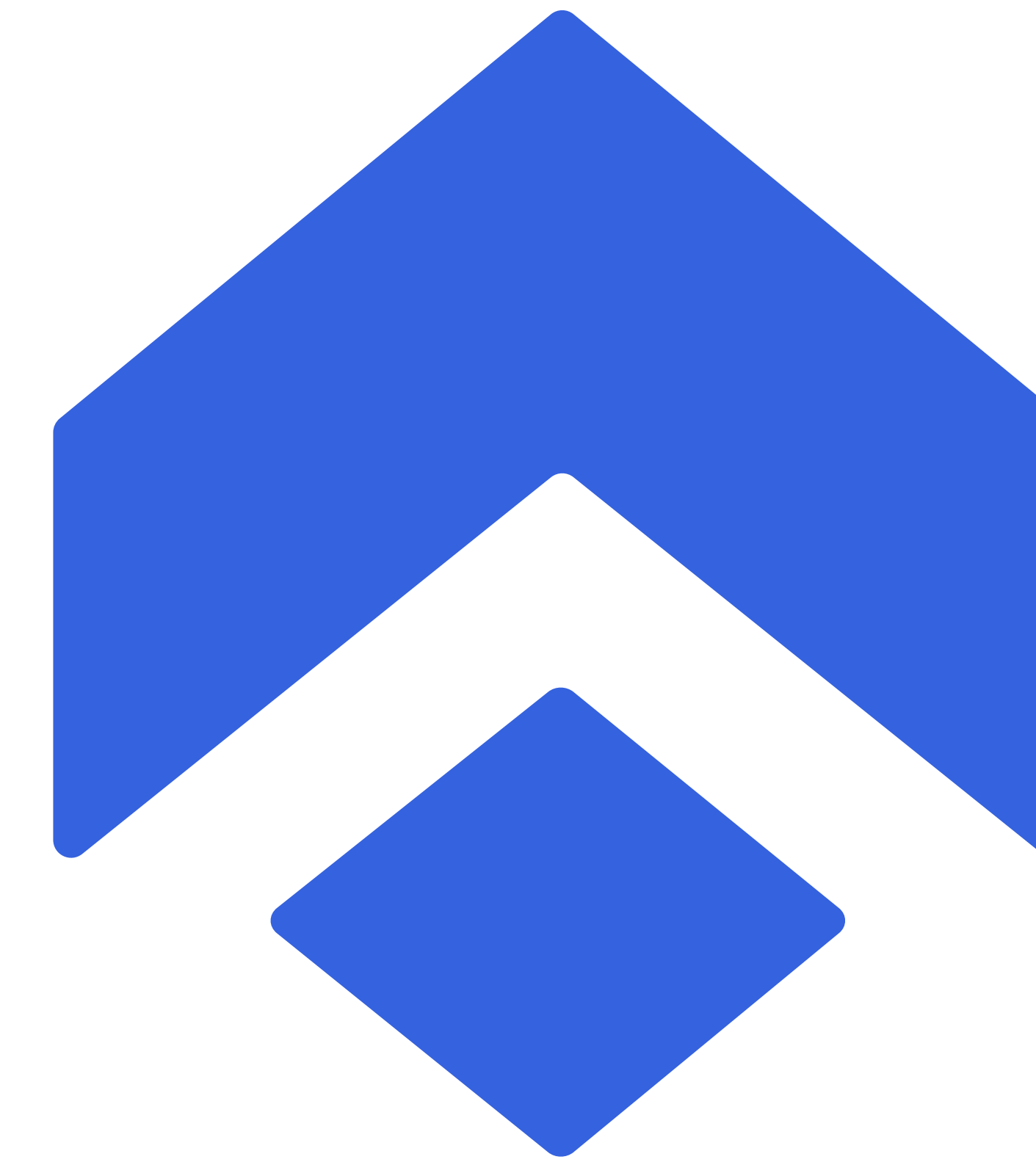
September 2022

Logo

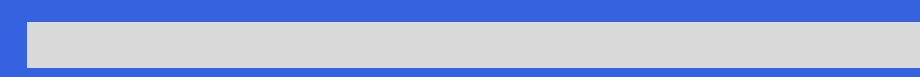
Mark

Our mark is the most recognizable aspect of the Revinat brand. Therefore, here are some rules to keep its use consistent:

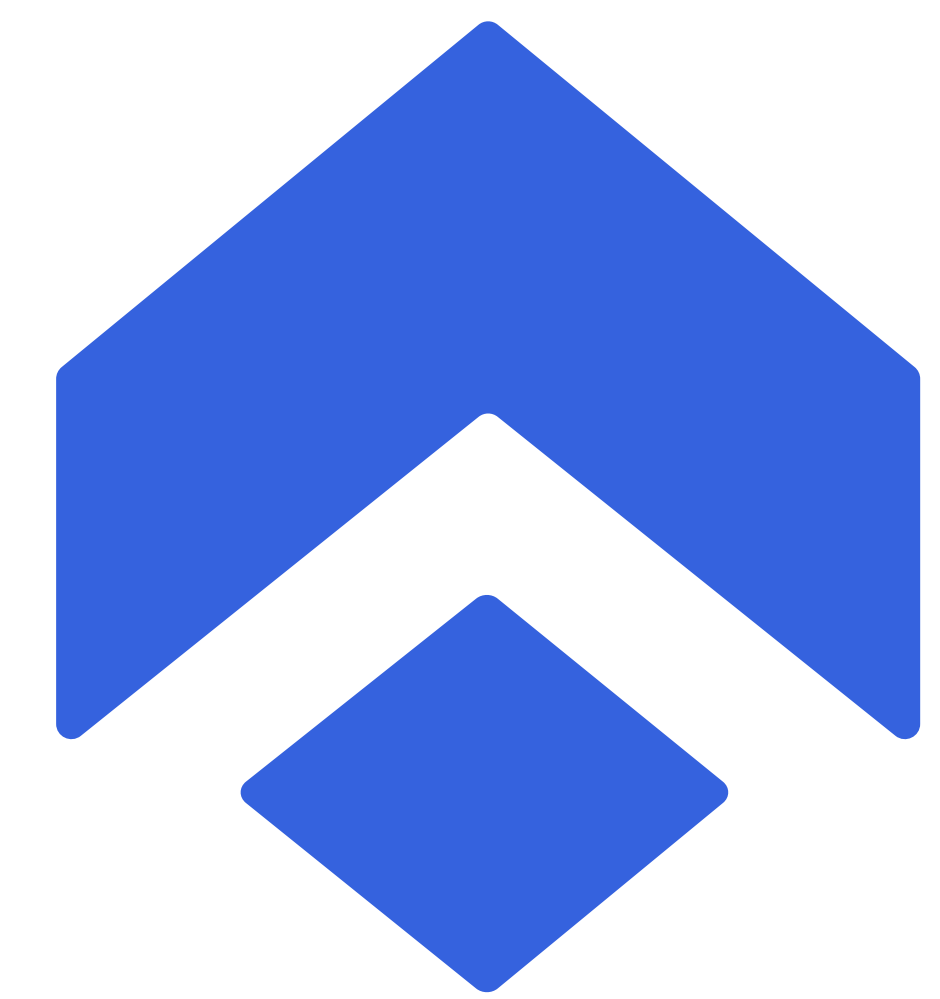
- Only use blue or white. Use of black with approval only.
- Don't modify, warp or rotate the logo.
- Please use the most up to date version available.



Construction



Horizontal



REVINATE

Horizontal

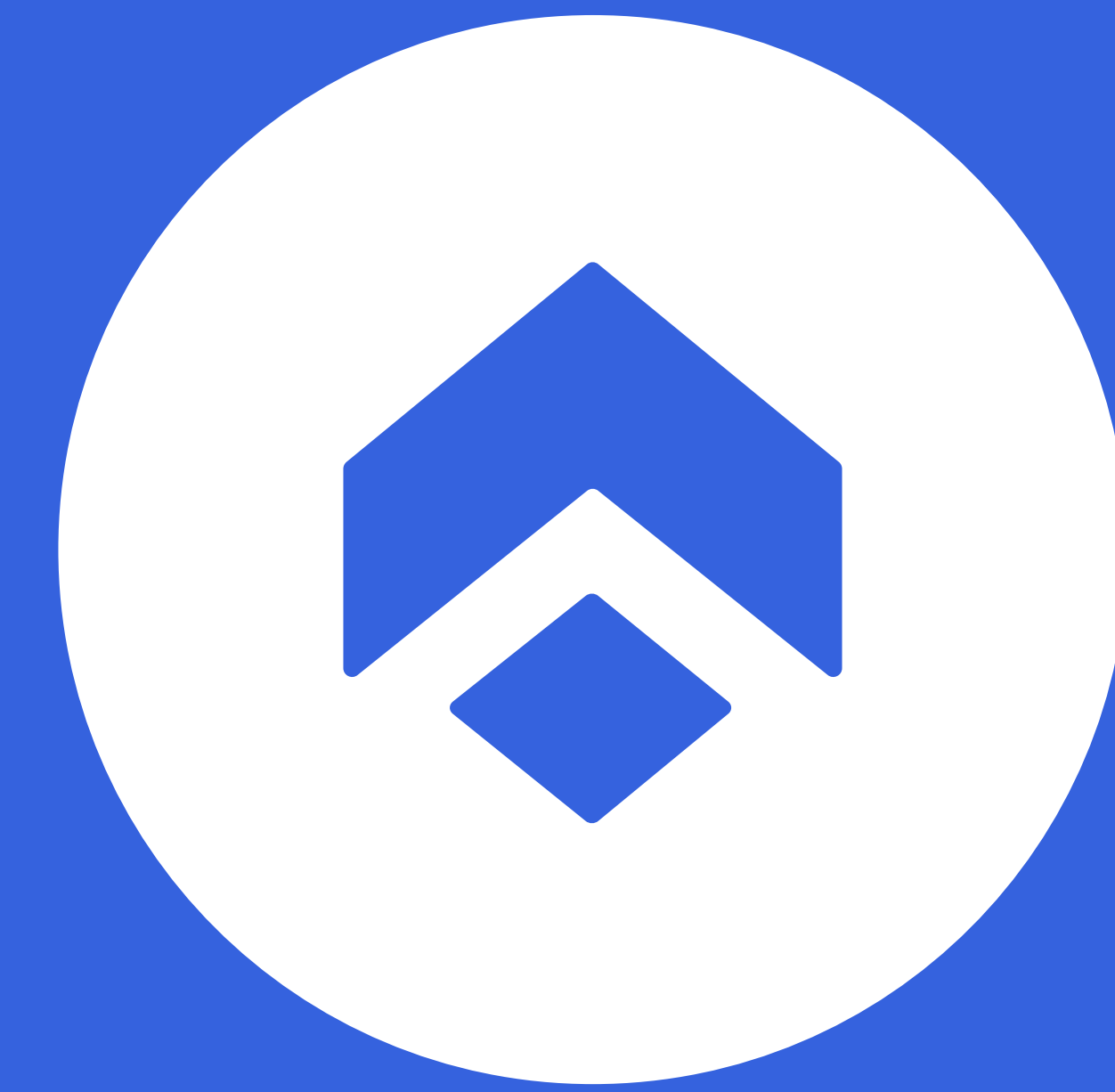




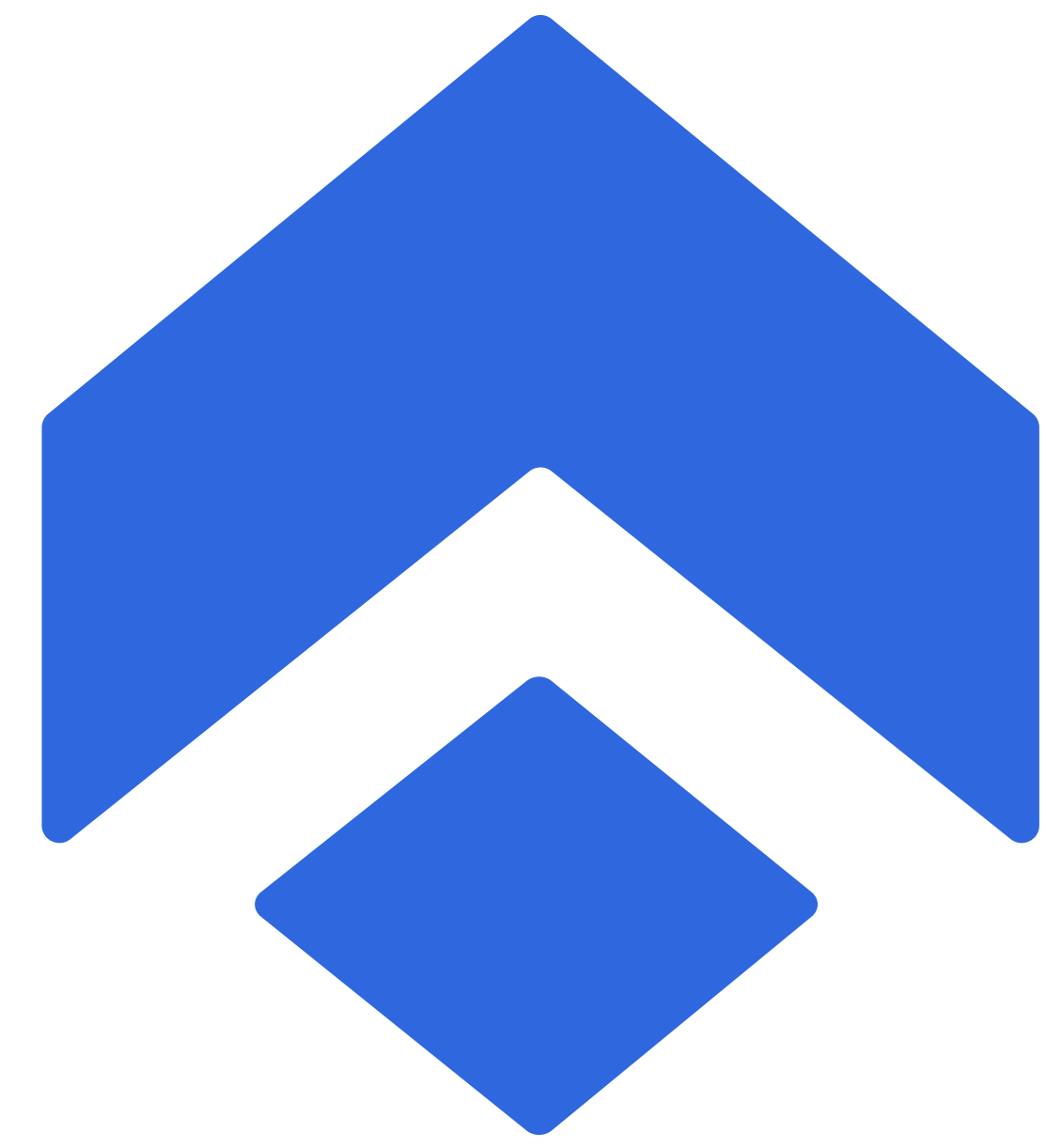
App



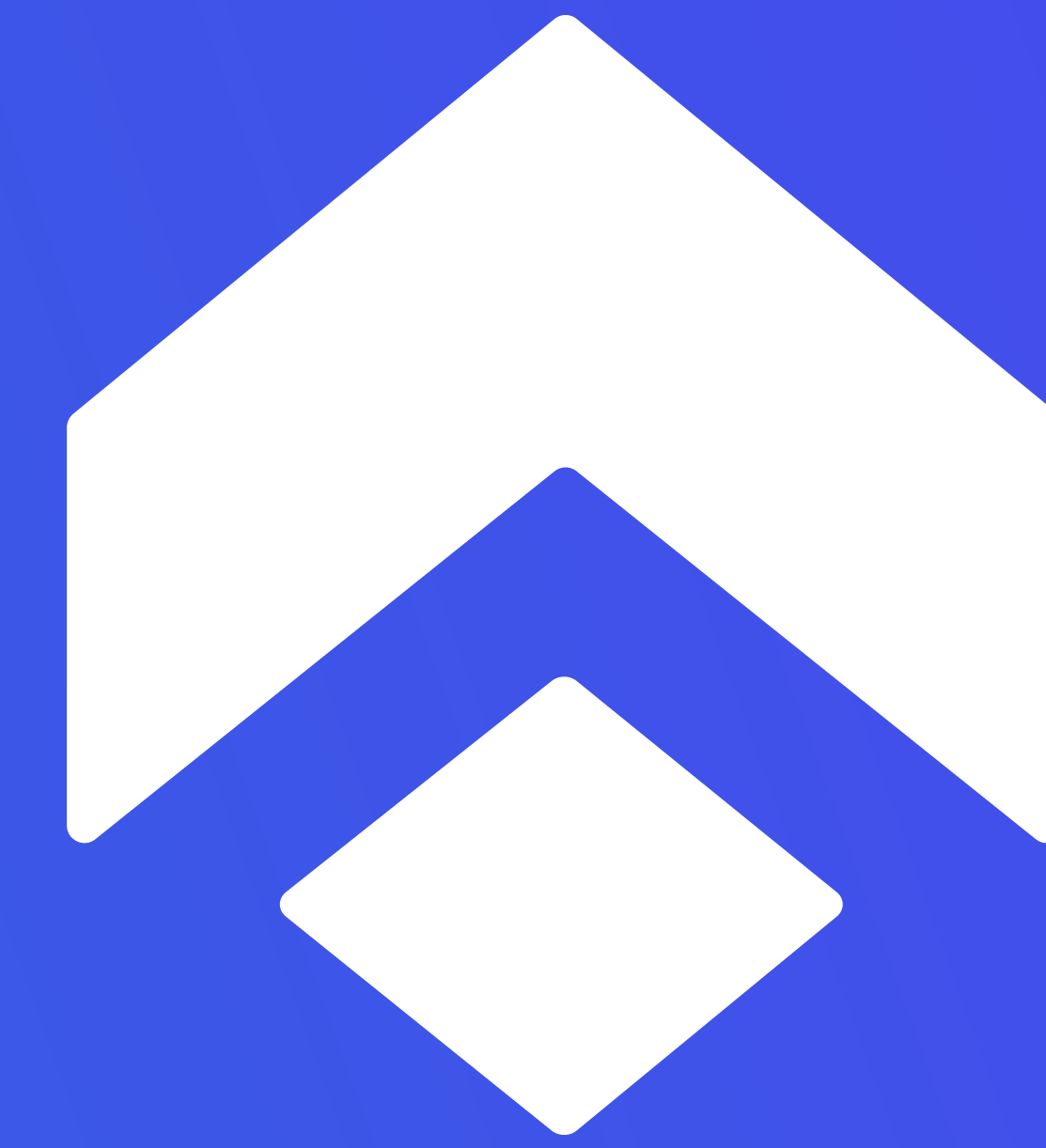
Social



Vertical



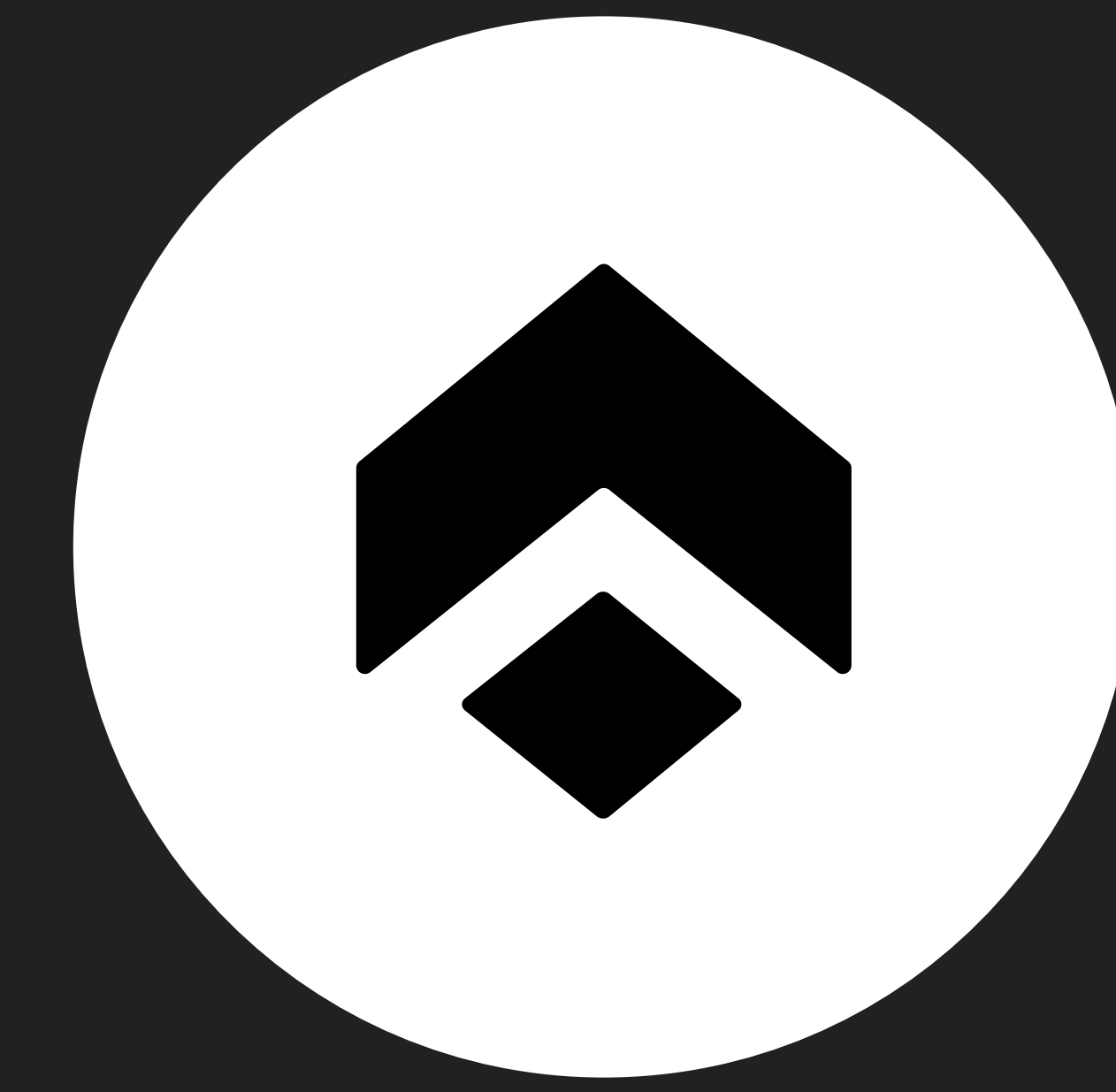
REVINATE



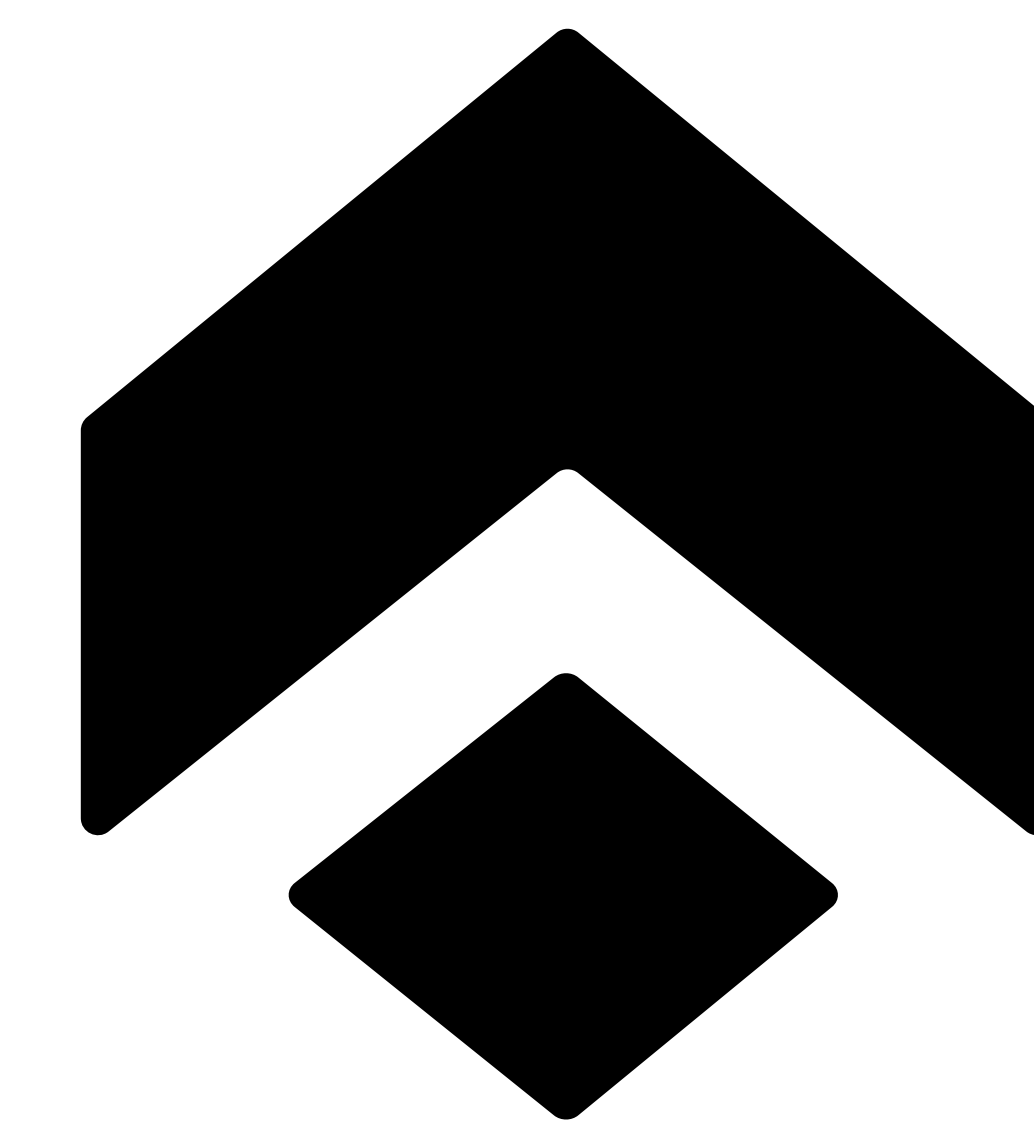
REVINATE

Monochromatic





REVINATE

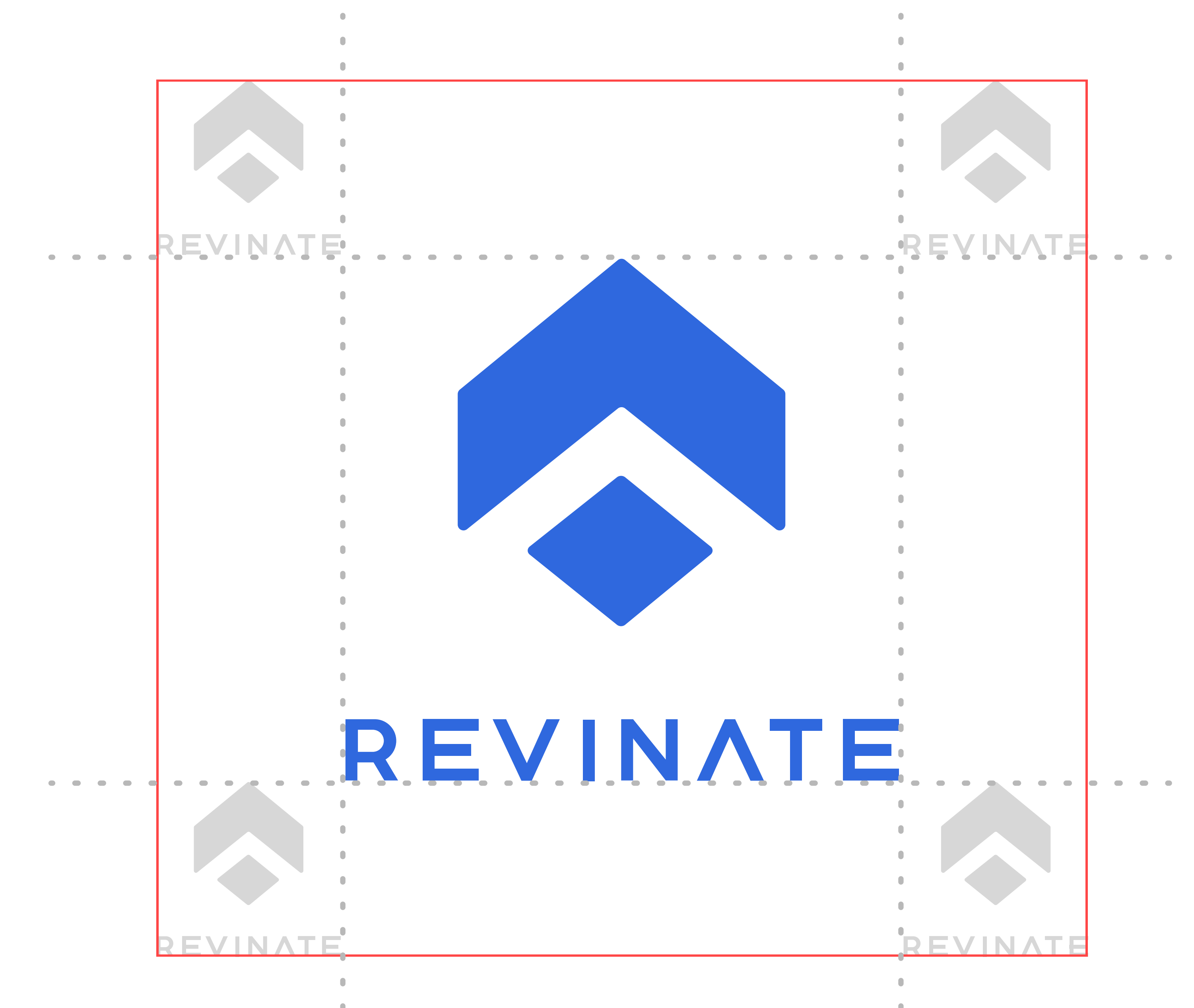
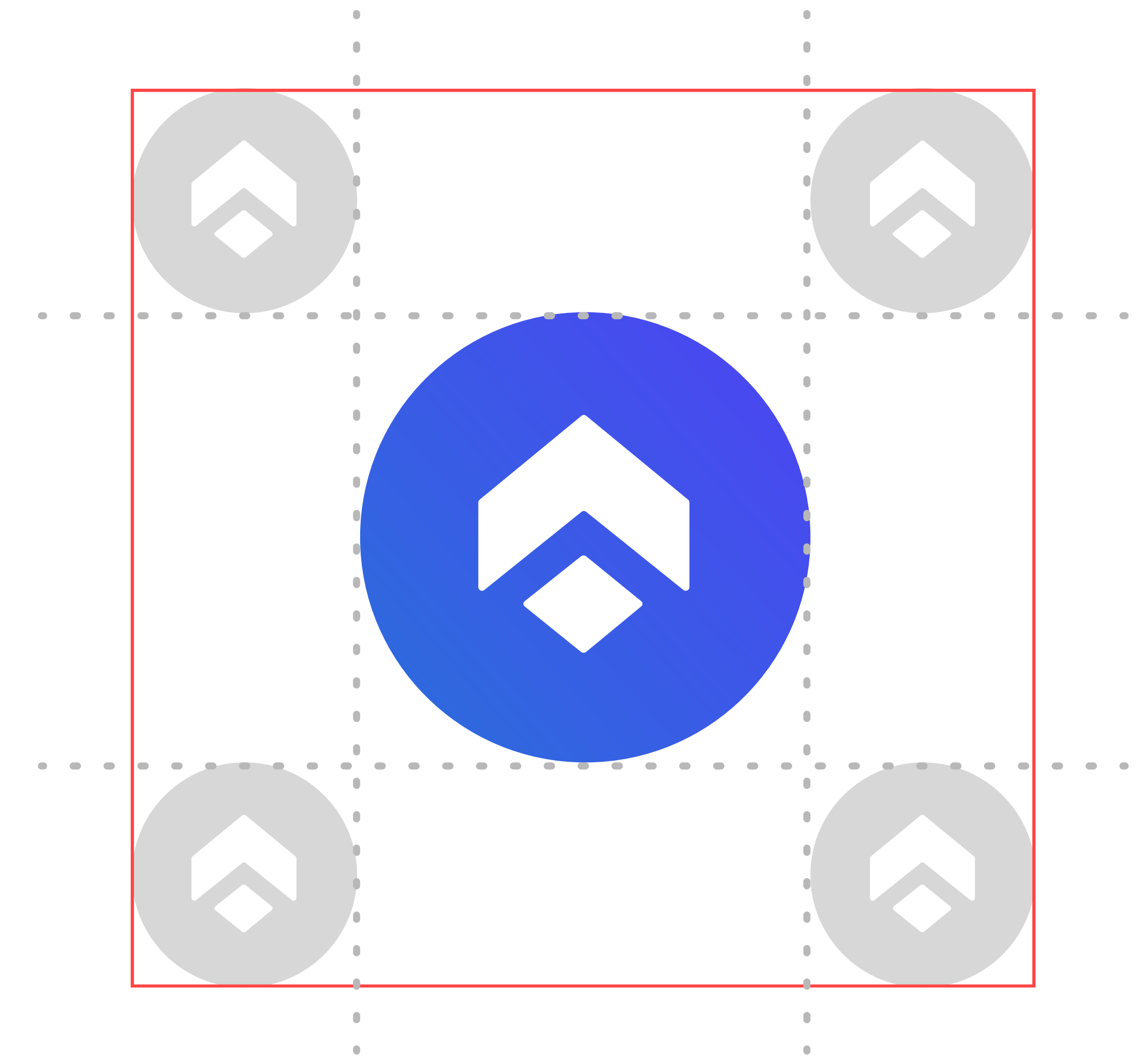


REVINATE

Whitespace

The whitespace around the mark is paramount.

The minimum whitespace around the mark and lock-up is equivalent to the mark scaled down to 50%.



Colors

Primary

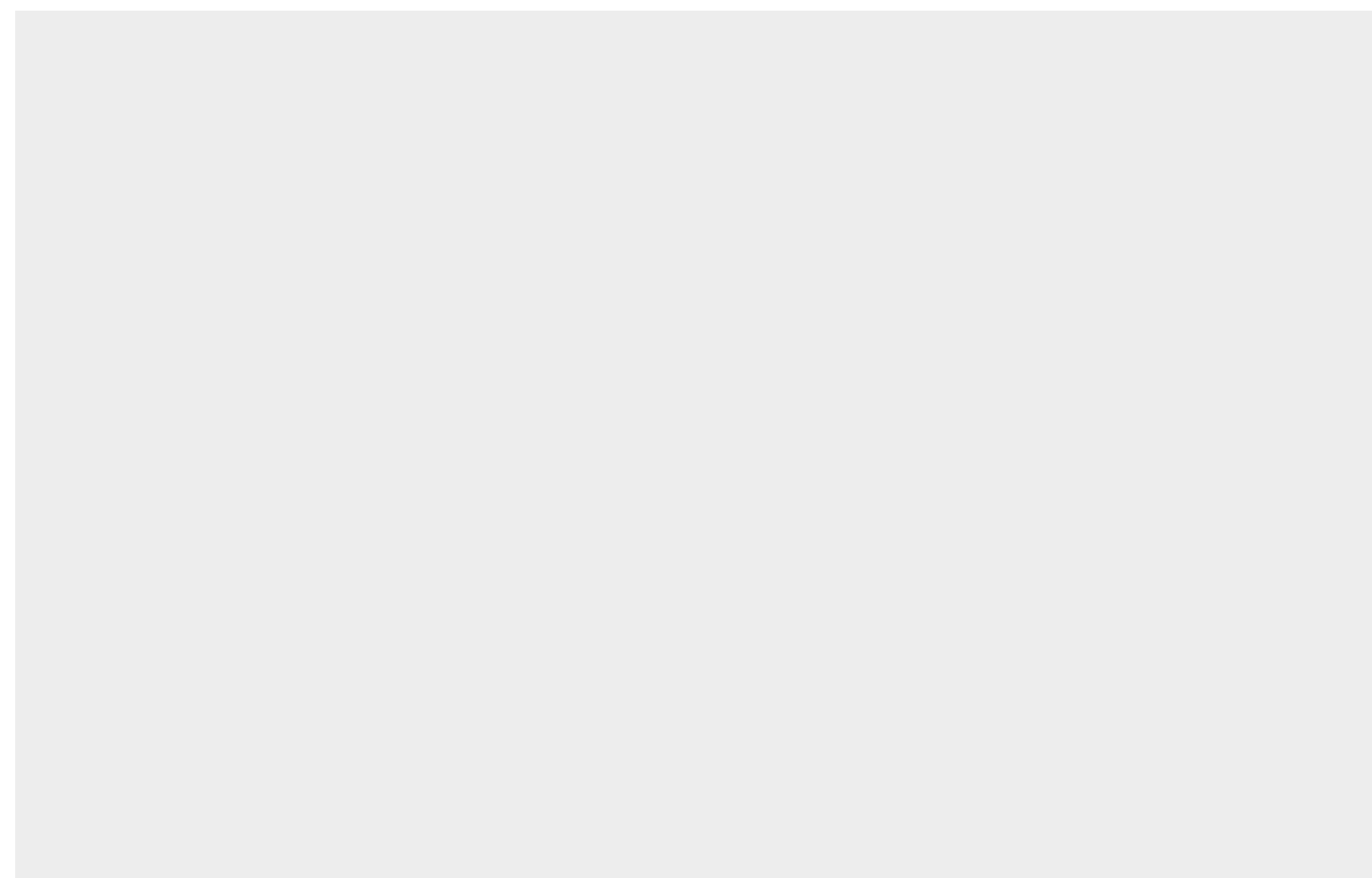


Main & Action Color

#3562DE

Closest PMS Color:

PANTONE 285 C



Background

#EDEDED



Type & Background

#212121

Secondary

Vibrant, clean, and categorical. Desaturated variants are to be used on darker backgrounds.

Positive

40% Variant

#6728EC



#DC4827



#F4724C



#F8B607



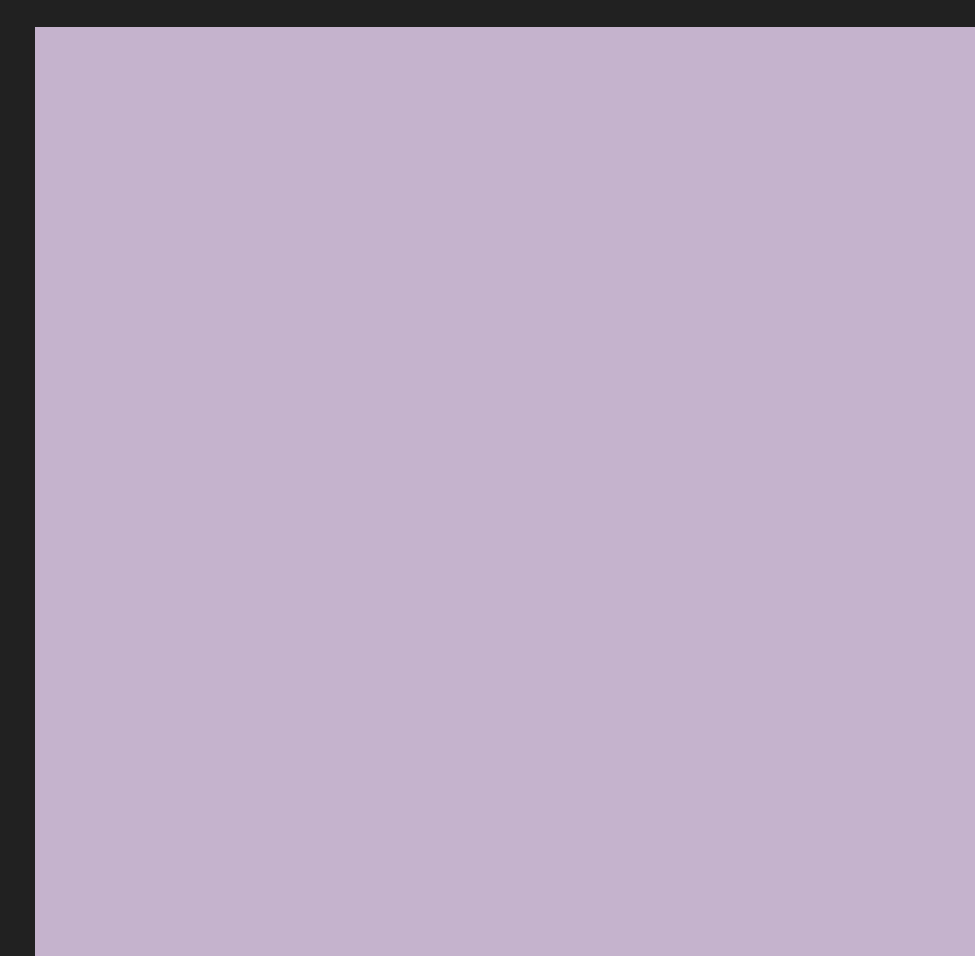
#1737A9



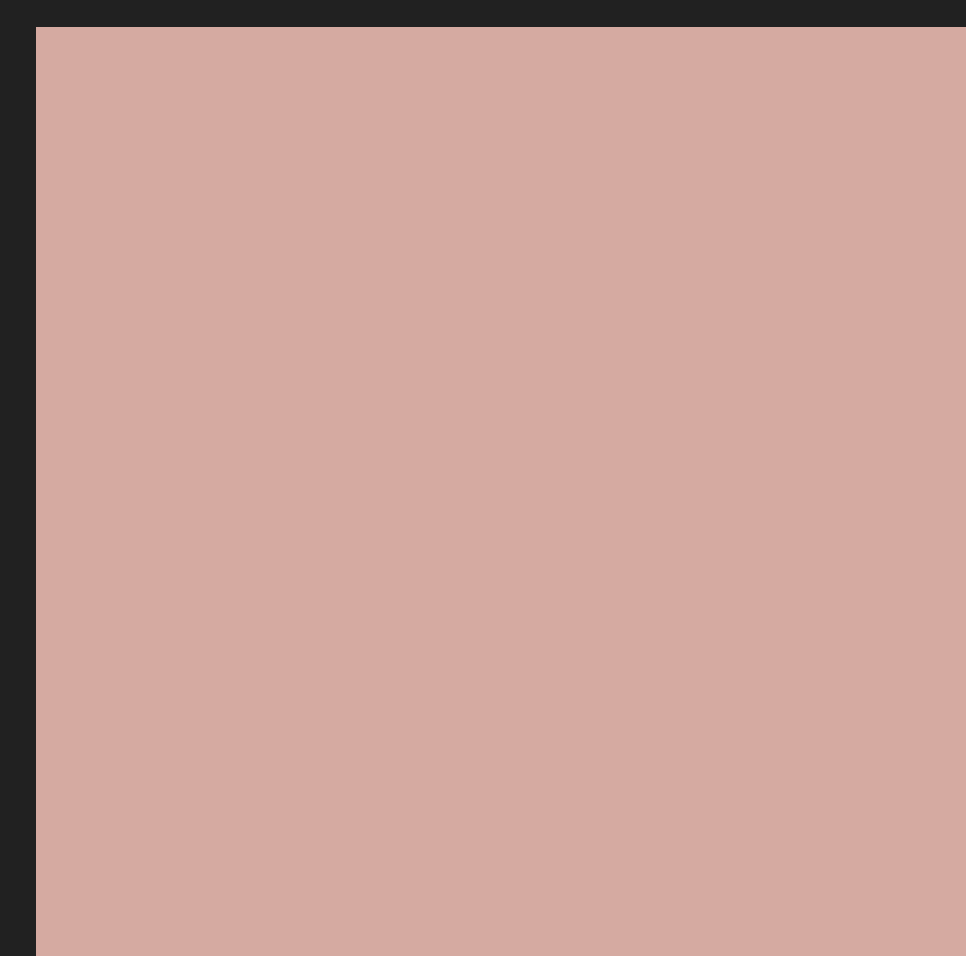
#50BC88



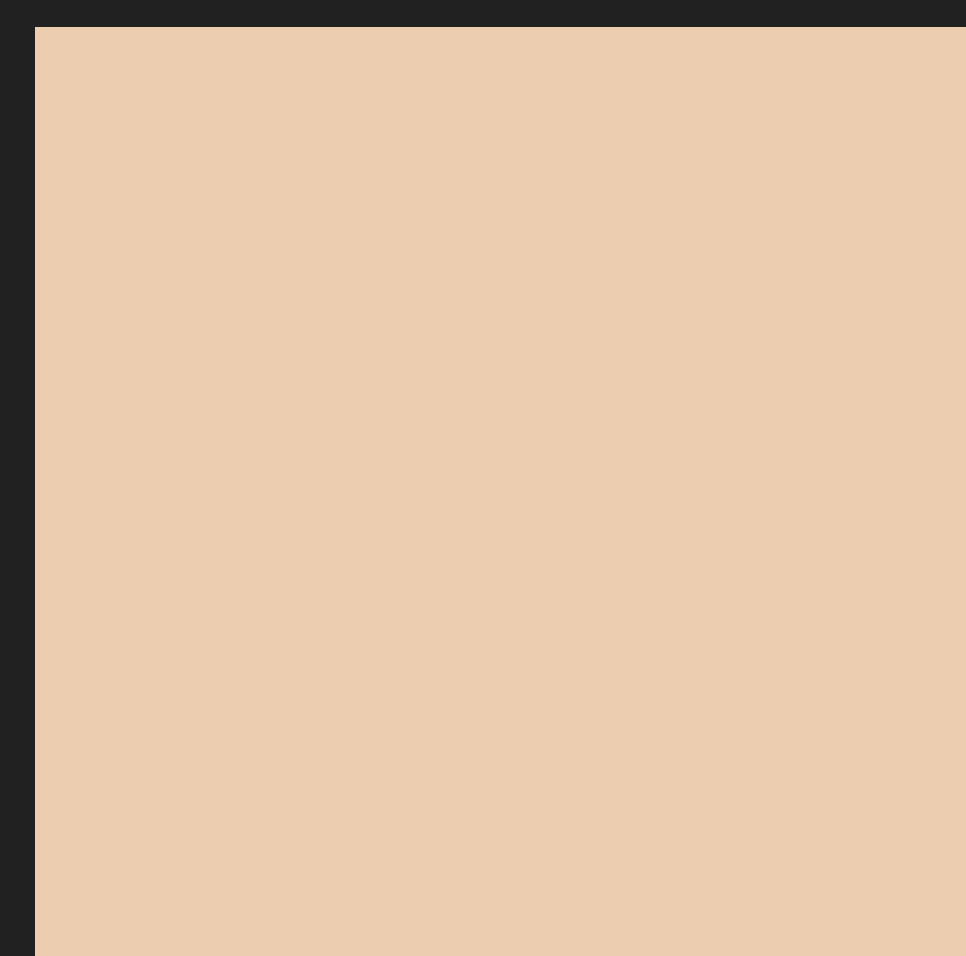
#C5B3CD



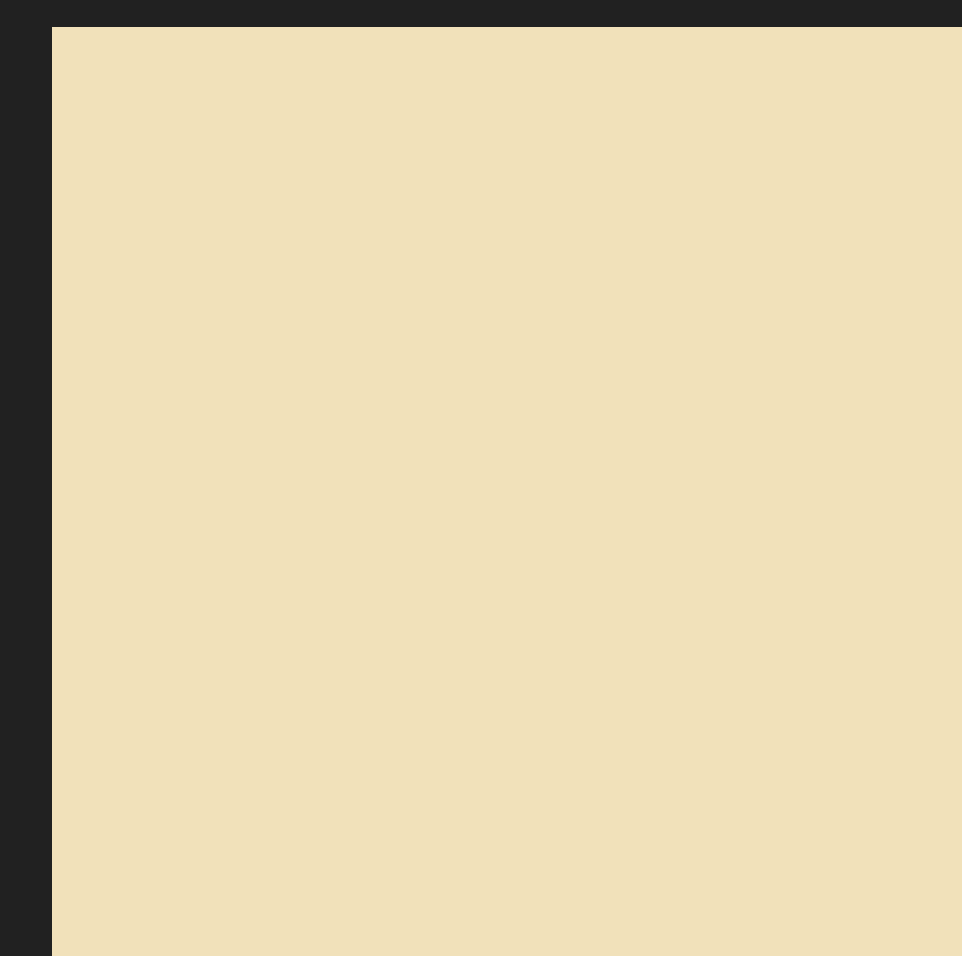
#D5AAA1



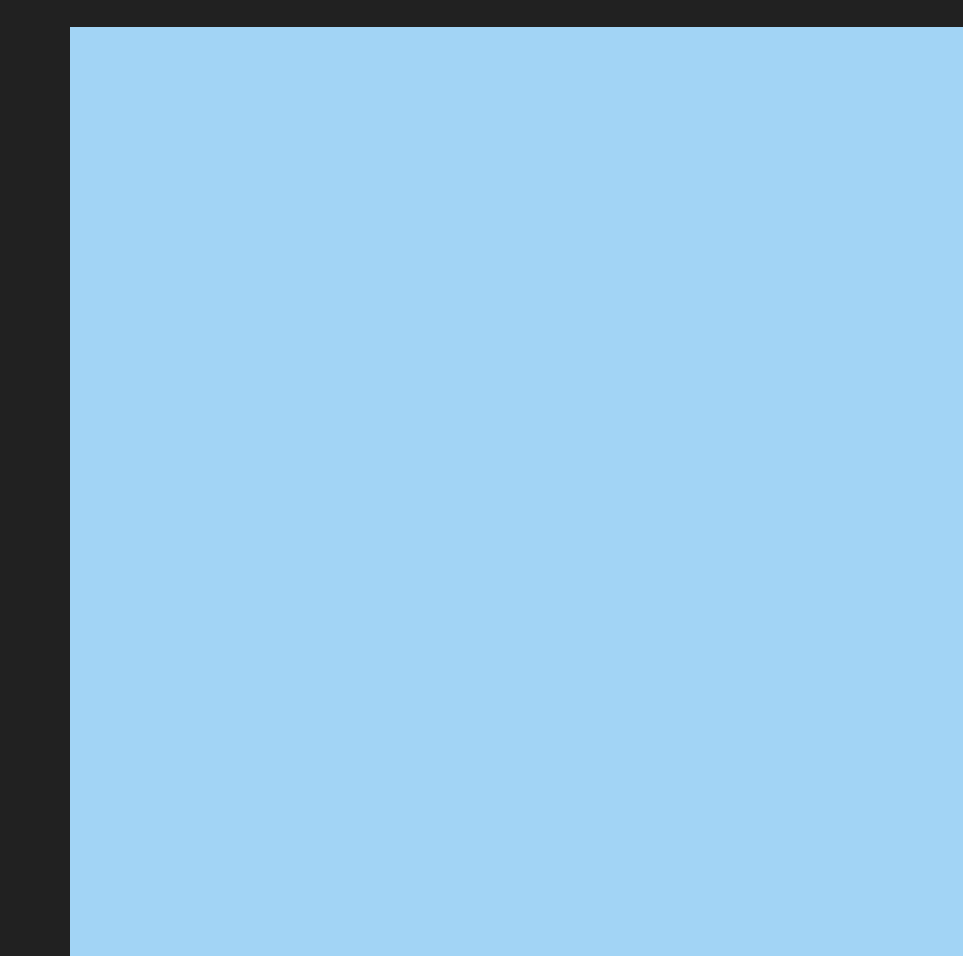
#EDCDAF



#F1E1BA



#A2D4F5



#B0CABE

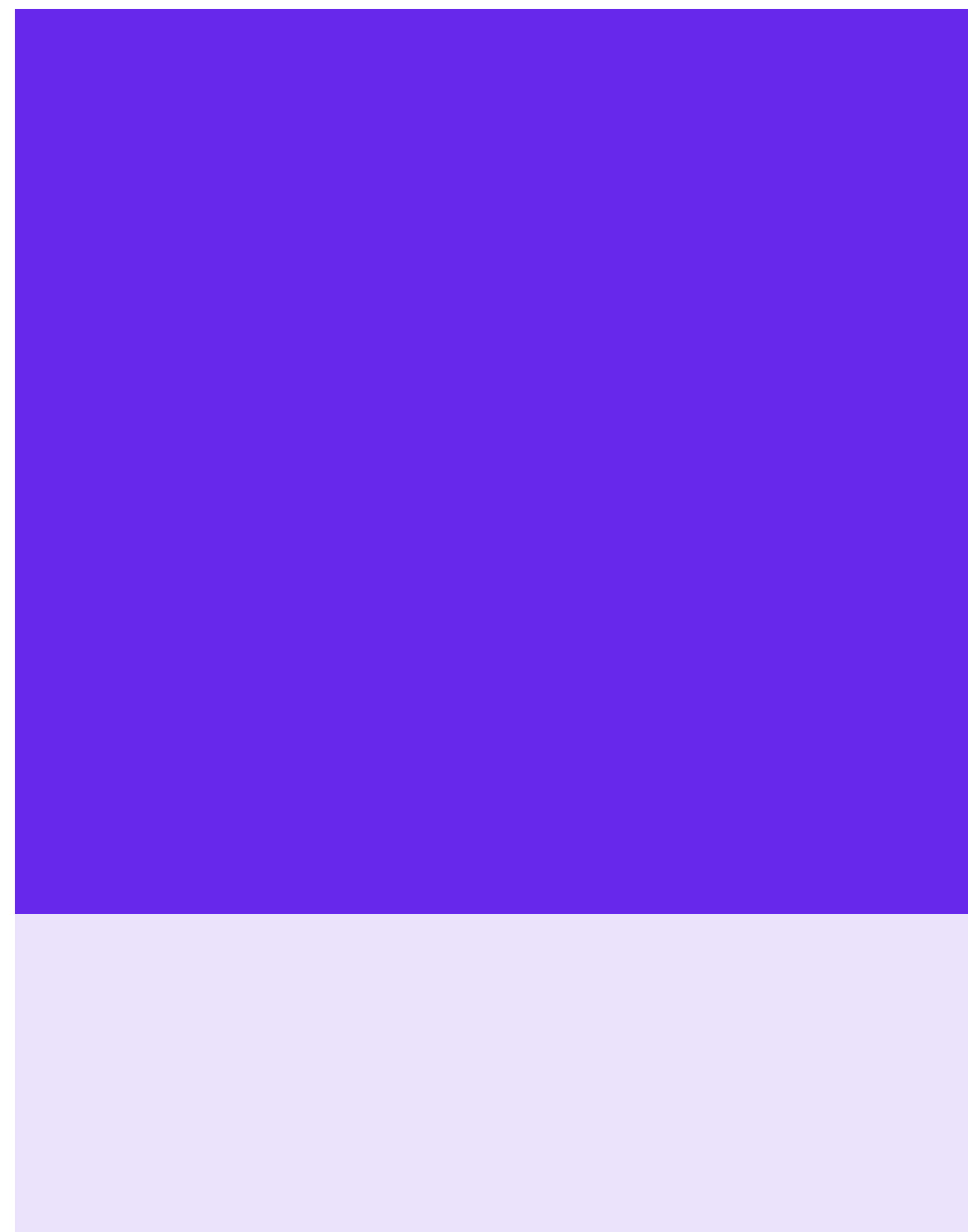


Negative

Solutions

Revinate Marketing

#6728EC



#EBE3FB

Reservation Sales & RezForce

#F4724C



#F7EADE

Revinate Ivy

#50BC88



#EDF3F0

Revinate Feedback

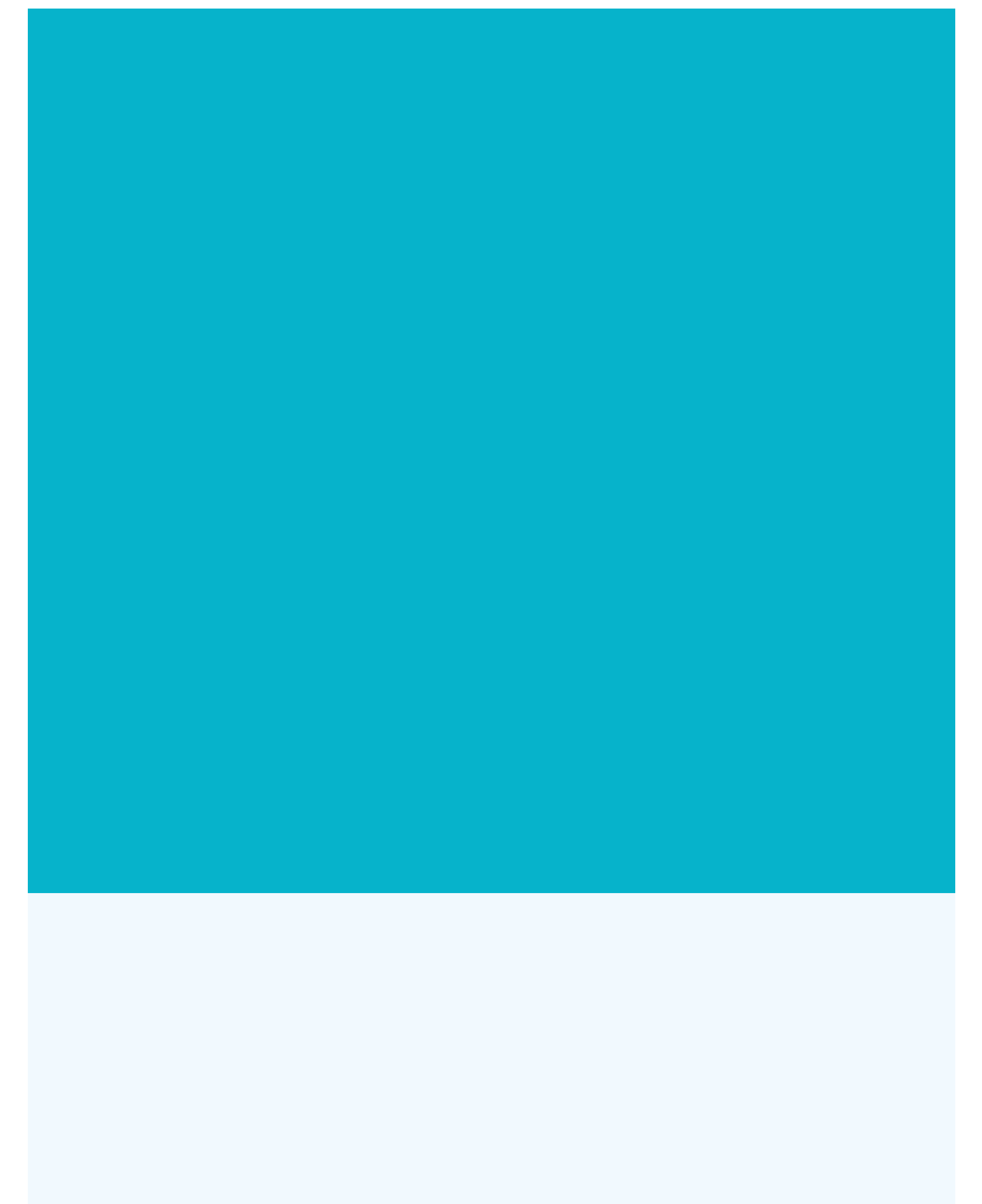
#F8B607



#FDF7E7

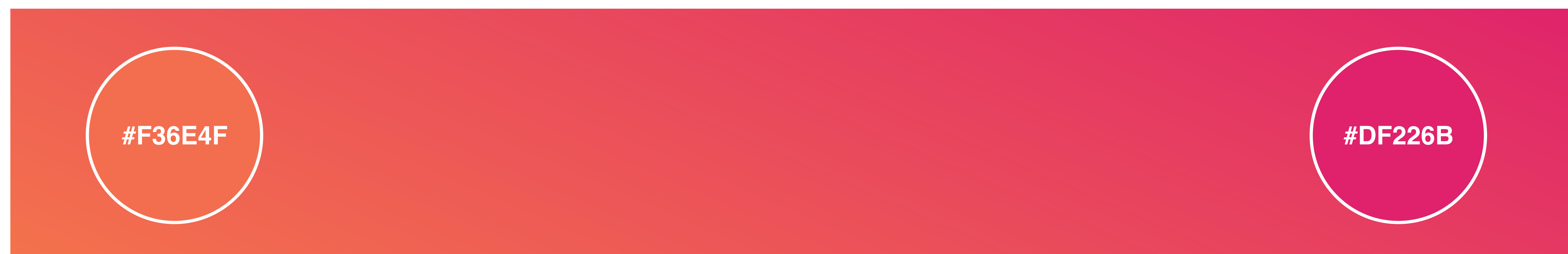
Revinate Guests

#06B3CB



#F1F9FE

Gradients



Typography

Nunito Sans Extra Bold

Letter Spacing = 7%
Line Height = Single Line Only
Case = Uppercase

Barlow Extra Bold

Letter Spacing = -2%
Line Height = 80%
Case = Standard

Barlow Regular

Letter Spacing = -2%
Line Height = 120%
Case = Standard

Nunito Sans Regular

Letter Spacing = 0%
Line Height = 130%
Case = Standard

SUBHEADINGS

Headlines are strong and lower.

Secondary headlines offer thin, distinct style. For example: Know, Delight, and Earn your guests with Hotel CRM, Guest Feedback, and Marketing on Revinate's Guest Data Platform.

Main body content is clean and Nunito Sans Regular with zero percent letter spacing for easy legibility. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud nisi ut aliquip ex ea commodo consequat.

Barlow XBold

Letter Spacing = -2%
Line Height = 80%
Case = Standard
Use = Print Marketing

73%

Bai Jamjuree Medium

Letter Spacing = -3%
Line Height = 80%
Case = Numerical
Use = Technical

73%

Jetbrains Mono Bold

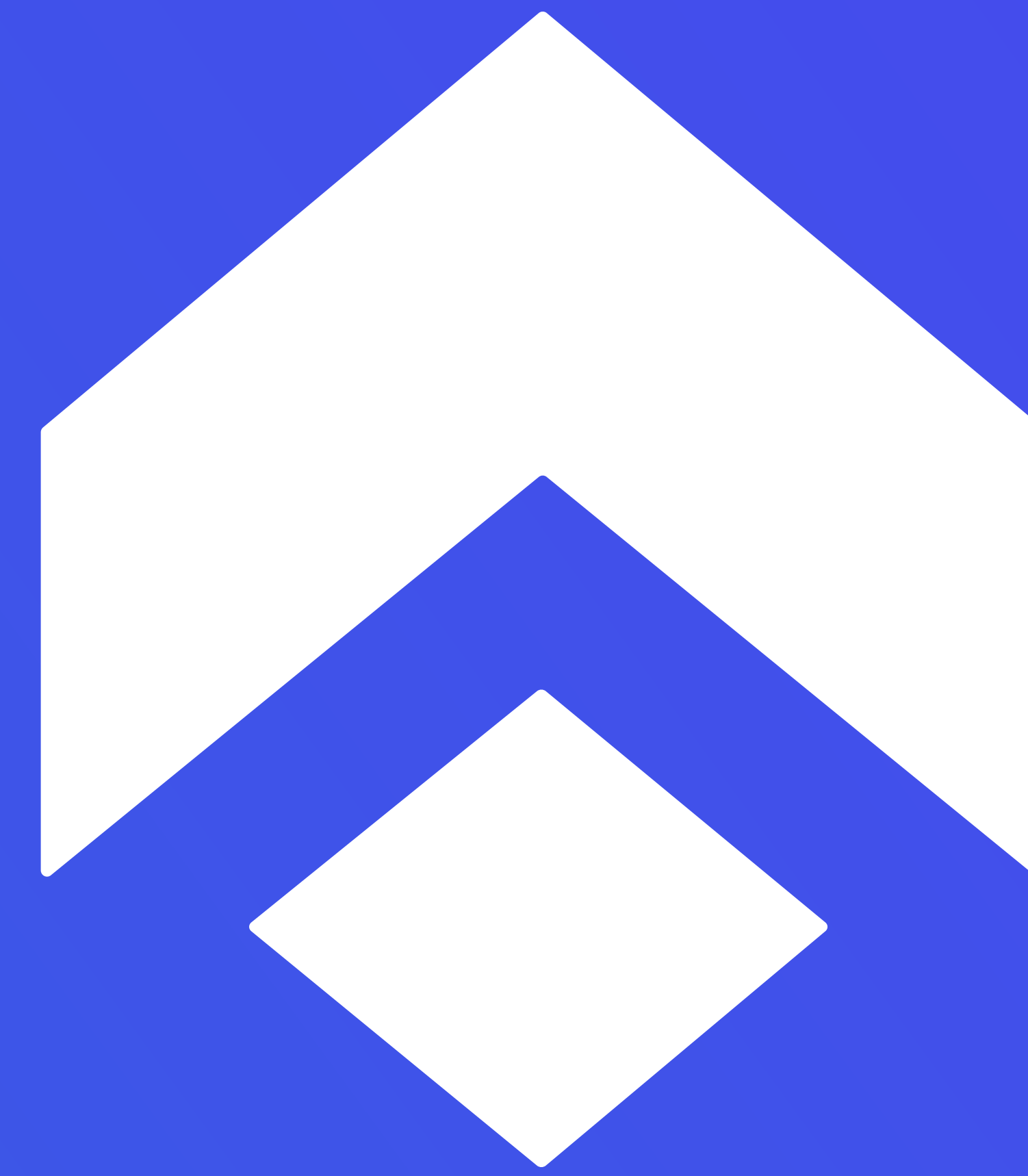
Letter Spacing = -3%
Line Height = 100%
Case = Numerical
Use = Technical

23.19%

Jetbrains Mono Regular

Letter Spacing = -5%
Line Height = 130%
Case = Standard
Use = Technical

Code blocks of content are Jetbrains Mono with zero -5% percent letter spacing for easy legibility. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud nisi ut aliquip ex ea commodo consequat.



Thank you.