👑 bookingham

Brand Guidelines

Visual Identity Manual

Hello,
we are
bookingham.

Bookingham is an all-in-one booking app, created to help people make reservations quickly and on the go. We are highly aware of how precious everyone's time is, how much of it is wasted making phone reservations, and how hard it is for businesses to manage their reservations.

These issues were the main inspiration behind Bookingham, and we continue to innovate and tackle these causes every day. We created this guideline to communicate our branding to future and existing partners and clients, as well as to remind all of us here at Bookingham to maintain a unique and consistent look for our brand throughout our journey.

Our Brand

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Our Mission

Bookingham is a platform that allows businesses and their communities to discover one another, connect with ease, and develop lasting relationships. The app is designed to create and amplify an effortless experience straight from the booking process.

Browse your favourite businesses, or **discover** new ones and book them instantly by having access to all the information you need. Businesses can also manage bookings with ease, thanks to the app's intuitive management functions, creating a trustworthy **connection** between clients and businesses.

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We aim to inspire and empower tight-knit communities, by connecting people with their local businesses.

Our Vision

By introducing a reliable booking software, we hope to build **authentic** client-business relationships across multiple communities. Our goal is to **support** local economies by offering exposure to local brands and at the same time, introducing people to new and exciting businesses, making sure each party benefits at the end of the day.

Bookingham's core values center around commitment, passion, and respect, as well as creating a friendly and trustworthy environment for both our clients and employees.

Our Values

We want to make an **impact** in the communities we serve in by fostering meaningful connections, encouraging innovative ideas, and also having the **courage** to execute them intuitively.

Making an impact

We seek opportunities to start discussions on current issues our clients are facing, so we can better adapt to their needs. Making an impact in the communities we serve in and always finding new ways to support businesses in their journey is very important to us. Having meaningful interactions always leads to greater opportunities.

Embracing innovation

We love thinking out of the box and embracing new ideas by approaching each situation with an open mind. An innovative mindset allows us to play around with different perspectives and concepts before deciding on a final approach. All of us here at Bookingham believe that encouraging creative ideas can lead to brilliant outcomes.

Showing courage

Valuing teamwork

Our empowering, purpose-driven work environment encourages and welcomes passion and dedication. We embrace change and we transform every obstacle into a new opportunity from which we can learn from. Adapting with determination and motivation to the ever-changing market climate is at the forefront of our identity.

We all work towards a common mission and we take every perspective into consideration. Our marketing and engineering teams always collaborate with clients, allowing us to see and utilize new mindsets and viewpoints every step of the way. Together we identify new opportunities and develop new features for their special needs.

Our Personality

WE ARE DRIVEN BY

growth, development, knowledge, discovery, expertise, connection, support, prosperity, success, exploration, data.

WE FEAR OF

stagnation, complacency, incapability, exclusion, helplessness, failure, negativity, misinformation, randomness.

Our curious, honest, spirited and reliable approach to every situation empowers our clients and partners to feel at ease and embrace our **professional** guidance. We're always **on top of our game** when it comes to market trends and technology, and we don't forget to add some humor into the mix when the opportunity presents itself.

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WE ARE

honest, informed, friendly, optimistic, assured, guiding, exciting, engaging, passionate.

WE ARE NOT

braggy, too formal, compliant, brash, childish.

Our Tone of Voice

A distinct tone of voice provides us with guiding principles for aligning our words and transmitting our message to our clients and the public in a **consistent** manner. Having a unique communication style makes it easier for people to recognize us, and we want to use our voice to convey trust and confidence in our clients.

We maintain a **distinct** style throughout all of our communication channels, however, sometimes you might notice subtle changes. You can easily spot our copywriters having fun on social media, our PR specialists being highly informative via e-mails, or our sales representatives being very energetic.

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Our Logo

Logo Design

The primary color options for our logo are the dark blue logo on light backgrounds, and the green logo on dark backgrounds. They are intended to be used on various backgrounds and images while maintaining its legibility.

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Single Color Logo

The logo can be used in a black and white version as well.
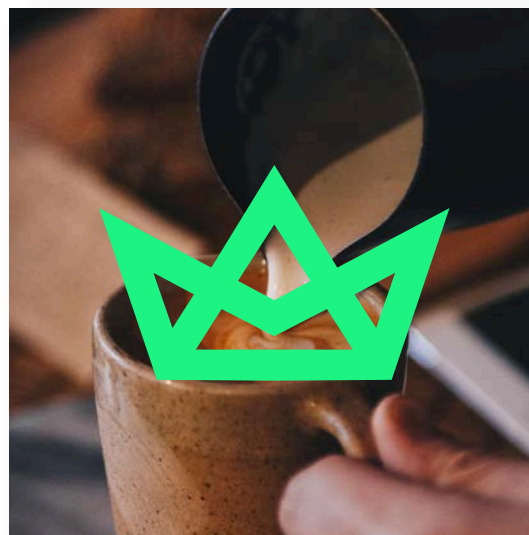
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Responsive Logo

To provide a comprehensive user experience across the multiple mediums our brand appears on, we adapted the logo to add its versatility effect into play.

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Icon Usage

In any case we're using the icon alone, which we rarely do, it is important to keep in mind that there is enough contrast to maintain its legibility.
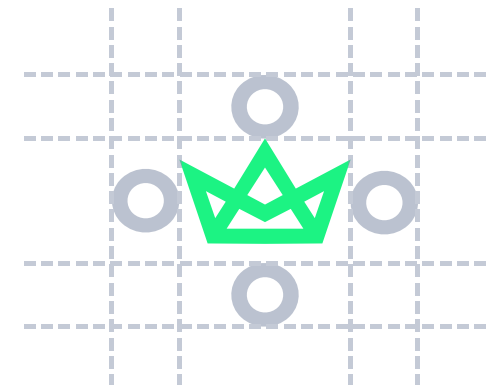
Logo Spacing

Offering our logo enough space is another take on consistency.

Common Mistakes

Here are a few examples of practices to avoid.

Brand Palette

Primary Colors

Secondary Colors

Auxiliary Colors

Primary Colors

We use these colors for our online and offline presence. You'll see our Primary color shades in most of our general branding, while the Secondaries in print versions mostly. White is used to balance out our visuals.

We always use these colors consistently in our visual branding.

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Primary Green

HEX: #1CF383
RGB: 28 243 141
CMYK: 62 0 70 0

Secondary Green

HEX: #00CE7C
RGB: 0 206 124
CMYK: 70 0 67 0
Pantone: 7479 C

Primary Blue

HEX: #1A264A
RGB: 26 38 74
CMYK: 100 89 40 41

Secondary Blue

HEX: #071D49
RGB: 7 29 73
CMYK: 100 78 0 66
Pantone 2768 C

White

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Secondary Colors

We use these next colors to liven up our
visuals, depending on the experiences we
highlight for our viewers.

HEX: #EFA49A
RGB: 239 164 154
CMYK: 3 45 34 0

HEX: #F26A11
RGB: 242 106 17
CMYK: 0 68 95 0

HEX: #EFC307
RGB: 239 195 7
CMYK: 7 22 94 0

HEX: #A236E8
RGB: 162 54 232
CMYK: 30 77 0 9

HEX: #3CBAE6
RGB: 60 186 230
CMYK: 67 3 4 0

HEX: #7886A1
RGB: 120 134 161
CMYK: 50 34 27 11

HEX: #7886A1
RGB: 120 134 161
CMYK: 50 34 27 11
Pantone 430 C

Auxiliary Colors

HEX: #0E4579
RGB: 14 69 121
CMYK: 99 74 26 11

We use these colors as support for visual balance throughout our business branding (website or print materials).

HEX: #2C2F32
RGB: 44 47 50
CMYK: 100 61 32 96
Pantone Black 6 C

Typography

Brand Fonts

Roboto

AĂBCDEFCGHIJKLMNOPQRSȘTUVWXYZ
aăîâbcdefghijklmnopqrsștuvwxyz
1234567890;:?!@#$%^&*„"

Brand Fonts

Roboto is our primary font, used for body copy, descriptions and similar contexts. We alternate its style to create a well structured visual hierarchy.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in.

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Gilroy

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1234567890;:?!@#$%^&*„"

Brand Fonts

Gilroy is one of our secondary fonts.

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Aa

Poppins

AĂBCDEFCGHIJKLMNOPQRSTUVXYZ
aăîâbcdefghijklmnopqrsșțțuvwxyz
1234567890;:?!@#$%^&*„"

Brand Fonts

Poppins is also a secondary font, using it consistently in our visual branding.

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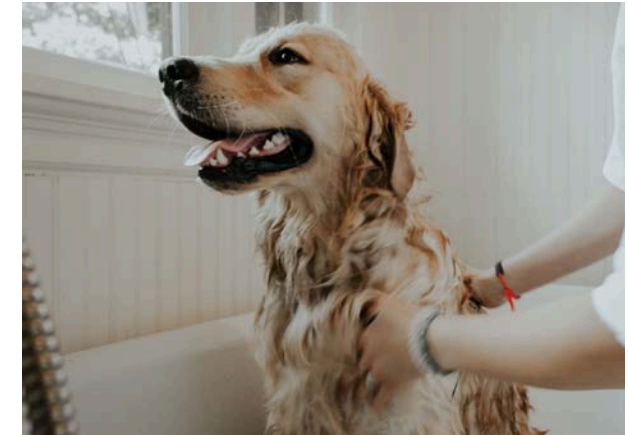
Aa

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Brand Imagery

Photos

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Photos

As a brand that is found in a consistent dialogue with businesses and consumers, it is vital to establish a proffessional and inspiring connection with them through our visual content.
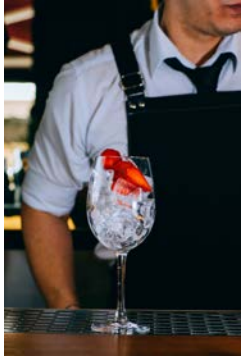
Brand Stationery
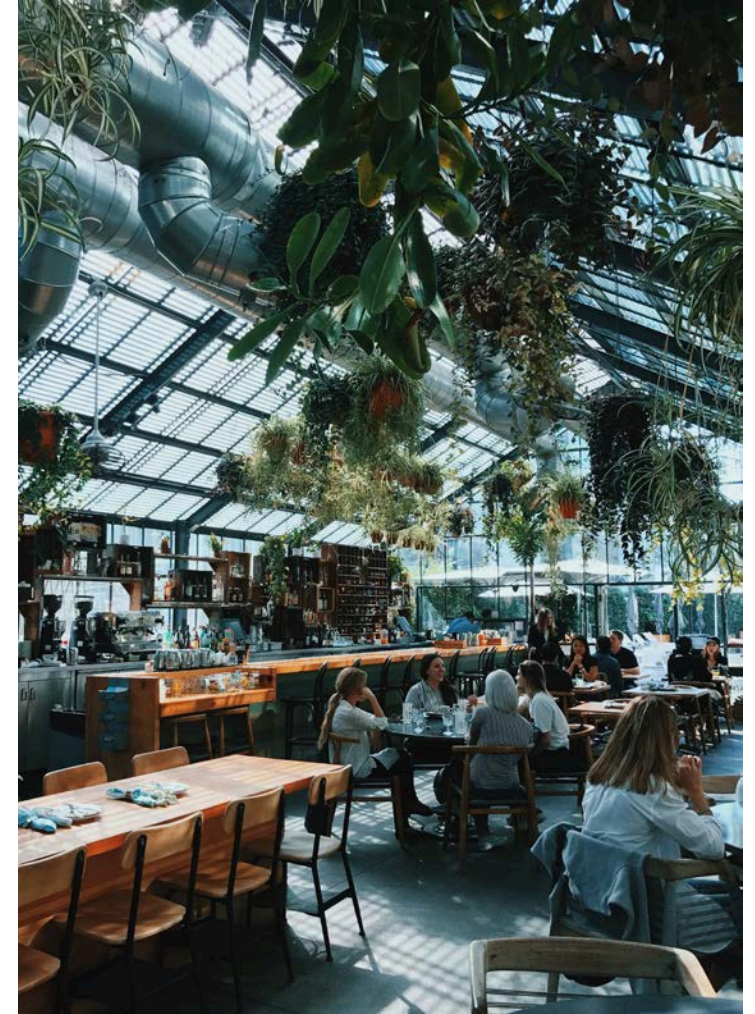
Business Card

Flyer

Trifold

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Scanează QR code-ul și
începe să profiți de avantajele
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Pen

Mug

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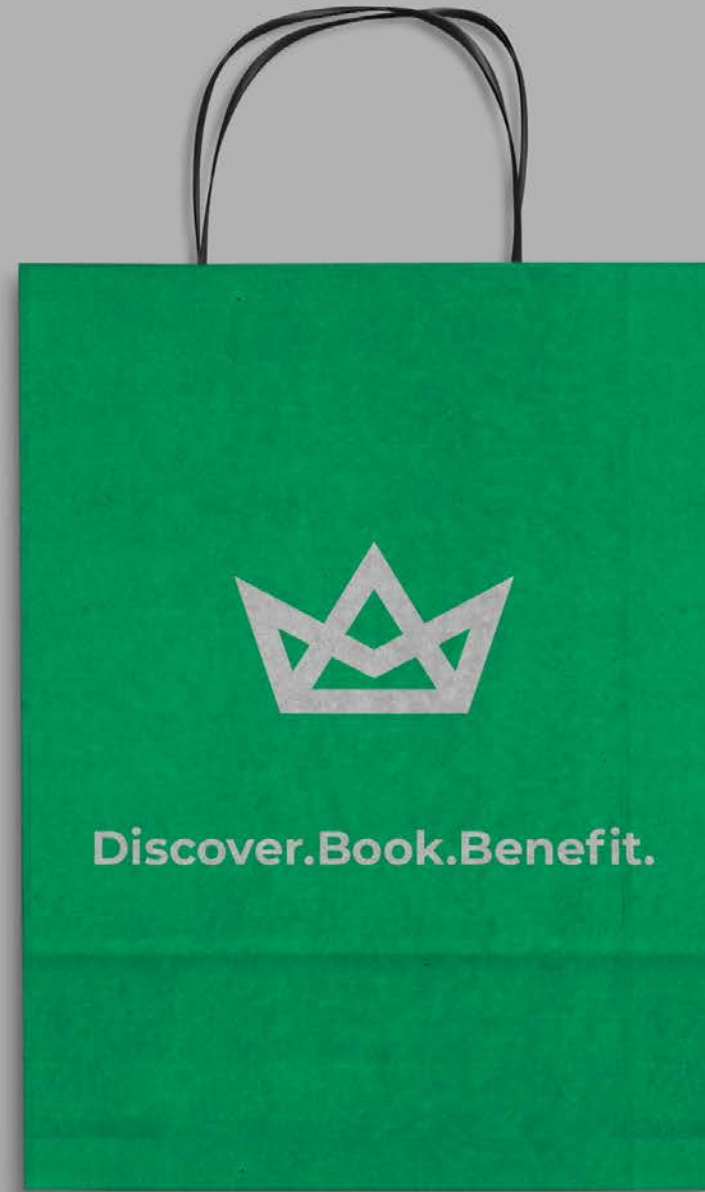
Material realizat de

srd**-**media