



BRAND GUIDELINES

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01

TYPOGRAPHY

Primary Typefaces:
Lato, Google Font

Secondary Typefaces:
Arial, System Font
Powerpoint, Email Marketing

HEX #808285
CMYK 60% Black
RGB: 128 130 133

Headline

Lato Bold
35pt

Subheadline

Lato Bold
18pt

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Lato
10/15pt

Content Subheadline

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Lato Bold
12pt

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Lato Italic
8/12pt

02

LOGO



Always maintain clear space around the logo. It isolates the logo from other competing graphic elements (copy, photos, etc.)



Approved logo with transparent background (PNG) shown on a dark background.



03

LOGO DON'TS

Examples of incorrect logo usage.

Don't place logo on distracting background (colors, images...)



Don't use other color variations or dropshadows. Don't distort the logo in any way.



04

MOP LOGO

MOP logo variants



05

COLORS

PRIMARY COLORS



HEX
#1b4d89

CMYK
C:98 M:78 Y:18 K:4

RGB
R:27 G:77 B:137

PMS 2935



HEX
#3989c9

CMYK
C:75 M:99 Y:26 K:23

RGB
R:57 G:137 B:201



HEX
#f3bb19

CMYK
C:4 M:27 Y:100 K:0

RGB
R:243 G:187 B:25

Yellow pms-123

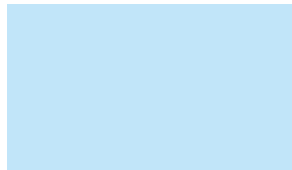


HEX
#ee5626

CMYK
C:1 M:82 Y:98 K:0

RGB
R:238 G:86 B:38

SECONDARY COLORS



HEX
#c1e5f9

CMYK
C:22 M:1 Y:0 K:0

RGB
R:193 G:229 B:249



HEX
#a2bb3b

CMYK
C:42 M:11 Y:99 K:0

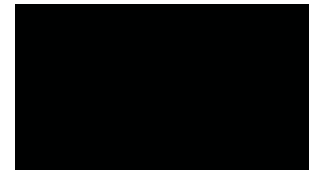
RGB
R:162 G:187 B:59



HEX
#142d52

CMYK
C:100 M:86 Y:39 K:36

RGB
R:20 G:45 B:82



HEX
#e5e6e5

CMYK
C:9 M:6 Y:7 K:0

RGB
R:229 G:230 B:229

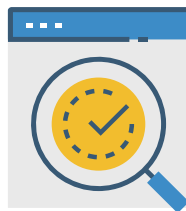
06

ILLUSTRATION

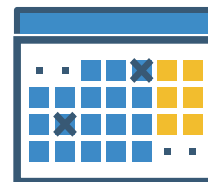


07

FEATURE ICONS



Central Reservation
System



Booking
Engine



Channel
Management



Guest
Texting



Mobile
App



Revenue
Management

08

SOCIAL MEDIA





Need help doing more with less staff? Want to train new team members in hours not days?

Add the VM+ PMS to your team to make
turnover less painful and fill rooms faster!

REVENUE MANAGEMENT
GUEST TEXTING
MOBILE APP
CHANNEL MANAGEMENT
BOOKING ENGINE



FEATURING



Easily orchestrate your front desk,
housekeeping, and maintenance processes
from wherever you are.

Ready to put us to work?
sales@visualmatrix.com

SEE HOW IT WORKS:
visualmatrix.com/demo

09
AD SAMPLE

10

PROMO SAMPLE

