



BRAND GUIDELINES

TABLE OF CONTENTS

01	TYPOGRAPHY
02	LOGO
07	COLORS
08	ILLUSTRATION
09	FEATURE ICONS
10	SOCIAL MEDIA
11	AD SAMPLE
12	PROMO SAMPLE

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus felis tempus arcu auctor, at pretium. Proin faucibus felis tempus arcu auctor, at pretium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus felis tempus arcu auctor, at pretium.

Lato
10/15pt

Content Subheadline

At pretium ut eum eum lita ea aut aut maximoluit qui ditatiscim earum estesse cullab inventem sum harum qui alic to experumetur sit eum voluptatem. Aria peria illit, offictatur? Iligenda que custodia eos rerum ent eic tem as repra dem et des ut vel maiorum nusda qui cusam ne cullupt invelic iuntur modi beaquo cum atem equi deliciaesed eumquam faceptur, occupatam. Nam sit utaquost

Lato Bold
12pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus felis tempus arcu auctor, at pretium. Proin faucibus felis tempus arcu auctor, at pretium Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus felis tempus arcu auctor, at pretium. dolor sit amet, consectetur adipiscing elit. Proin faucibus felis tempus arcu auctor, at pretium. dolor sit amet, consectetur adipiscing elit.

Dolor sit amet, consectetur adipiscing elit. Proin faucibus felis tempus arcu auctor, at pretium. Proin faucibus felis tempus arcu auctor, at pretium Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus felis tempus arcu auctor, at pretium.

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 ALTERNATES

Logo alternates that include tagline and vertical logo orientation.



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

LOGO DON'TS

Examples of incorrect logo usage.

05

PRODUCT LOGOS



VM Core



VM +



VM Enterprise

06

MOP LOGO

MOP logo variants.
URL variation to be used
when MOP logo is used in
close proximity to the
main Visual Matrix logo.



07

COLORS

PRIMARY COLORS



HEX
#0b4d8b

CMYK
C:100 M:78 Y:17 K:4

RGB
R:11 G:77 B:139



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

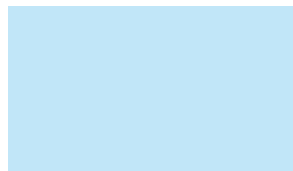


HEX
#ee5626

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

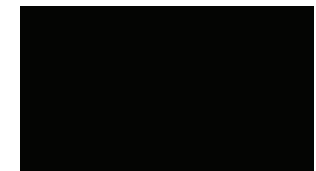
RGB
R:162 G:187 B:59



HEX
#142d52

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

RGB
R:20 G:45 B:82



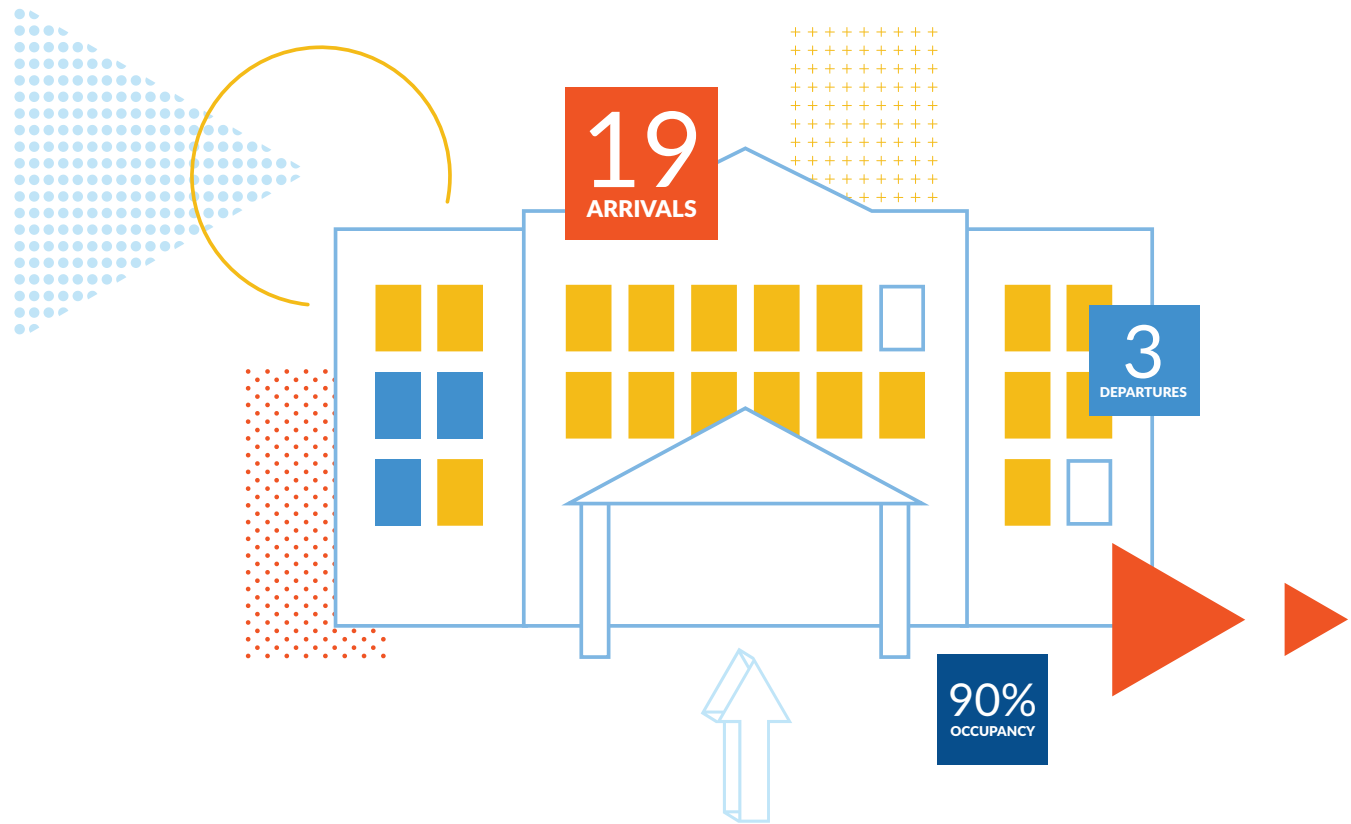
HEX
#e5e6e5

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

RGB
R:229 G:230 B:229

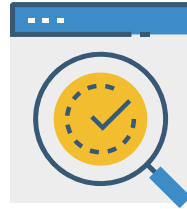
08

ILLUSTRATION

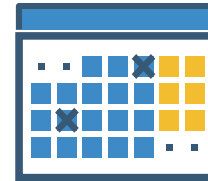


09

FEATURE ICONS



Central Reservation System



Booking Engine



Channel Management



Guest Texting



Mobile App



Revenue Management LIVE!

10

SOCIAL MEDIA



11

AD SAMPLE

VM+ 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

19 ARRIVALS

3 DEPARTURES

90% OCCUPANCY

FEATURING **MOP**
vmop.com

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

VISUAL MATRIX
Property Management System

12

PROMO SAMPLE

