



Brand Guidelines



1. IDENTITY
2. COLOR
3. ICONS
4. TYPOGRAPHY
5. DO'S & DON'TS
6. IMAGE TREATMENT
7. INTERFACES & BUTTONS

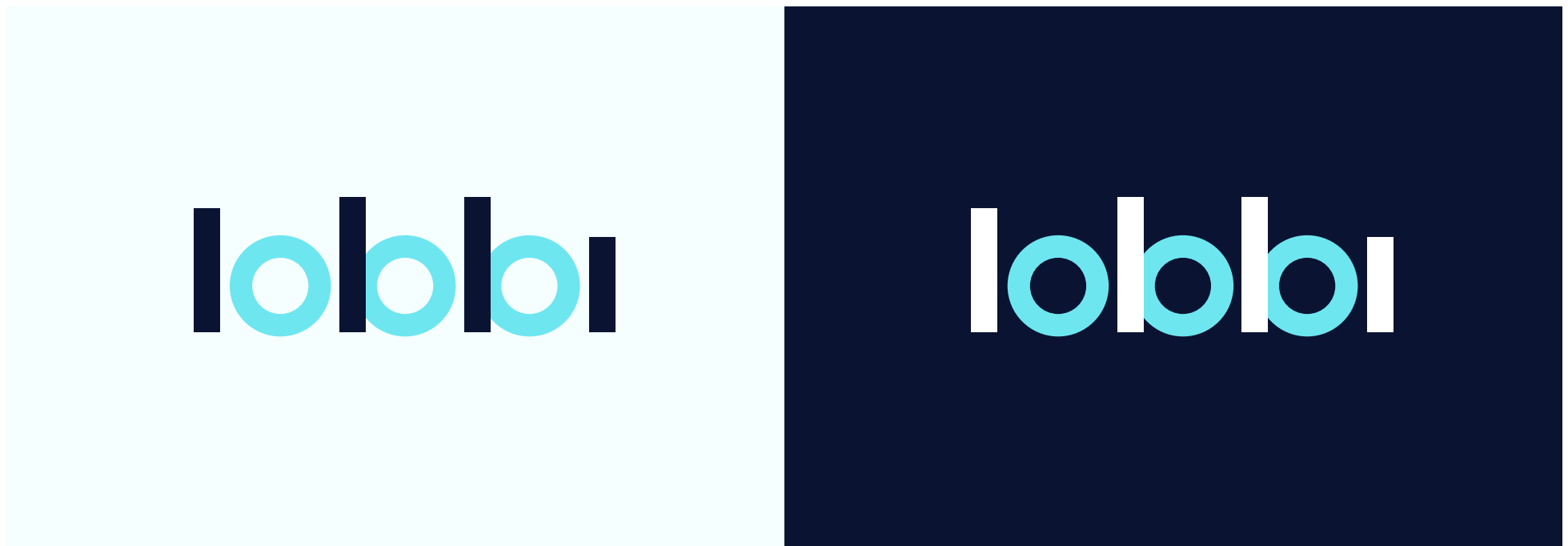
These guidelines are developed to help you communicate the Lobbi brand appropriately, ensuring that the brand's integrity and relevance is consistent over time. This guide applies to all products, marketing, advertising and promotional material. In short, all internal and external communication. Always. Everywhere.

By co-operating in the use of these guidelines, you will reinforce the message we convey to customers, business partners and, not least, ourselves, as main brand ambassadors.

Unless a corporate identity is communicated with consistency and commitment, it has little chance of success. Where there is hesitation, lack of coordination, disagreement, there will be perpetual confusion in the minds of the audiences, and myths of a destructive kind will reign unbridled. —Wally Olins

1. IDENTITY Primary

The Lobbi identity embodies our mission: Providing cloud-based hospitality management services in the most comprehensible and transparent way. This idea translated into the clearest possible geometrical configuration that forms the wordmark *Lobbi*.



1. Day

The most common use of the identity is a positive application. In other words, a colored logo on a light background.

2. Night

The secondary use of the identity is a negative application, or a reversed color logo applied to a dark background.

1. IDENTITY Secondary

To guide our customers through the transition period of the rebrand, selected applications should feature the 'by ManCloud' strapline. These will only appear on secondary locations such as the transition website, address lines, small print, invoices etc.



lobbi by ManCloud

1. Day

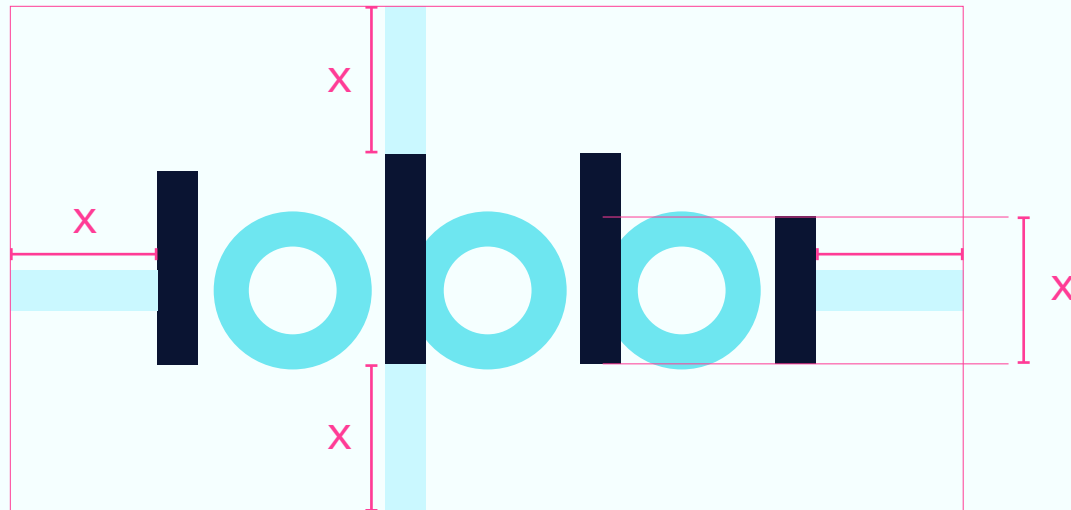


lobbi by ManCloud

2. Night

1. IDENTITY Clear Space

There should always be a minimum space around the identity to ensure it can be clearly and easily recognised. This is defined as 'x', which is the height of the character 'i' as illustrated below. The clear space should always be free of typography, illustrations or other graphical elements.



2. COLOR

Our brand uses two distinct colors that make it instantly recognizable amongst the vast competition. We differentiate a solid **Night Blue** and the energetic **Day Blue** accent tones as a standard reference to these swatches. In addition, there is an array of tints derived from these swatches to add contrast in our design work.

	Day Blue CMYK 60 0 10 0 RGB 110 230 240 HEX #6EE6F0 PMS 310C
	Night Blue CMYK 80 60 0 80 RGB 10 20 50 HEX #0A1432 PMS 289C
RGB 245 245 245 HEX #F5F5F5	RGB 226 226 226 HEX #E2E2E2

The **material.io** color tool suggests the following color settings for applications. These are rough guides only, and are flexible to variations depending on the requirements. Discuss detail color application with the brand and development teams.

Primary		Secondary	
#0a1432		#6ee6f0	
Light #34395c	Dark #00000c	Light #a5ffff	Dark #2fb4bd

--	--	--

3. ICONS

Our brand's iconography was developed with Lobbi's primary design principles in mind: Clarity and simplicity. Based on the geometric design language of the identity, all future icons should be derived from the icon set below.



PMS



Self Check-in



Booking Engine



Housekeeper



Open API



Vault



Channel Manager



PMS



Self Check-in



Booking Engine



Housekeeper



Open API



Vault



Channel Manager

Objectiv was selected as Lobbi's corporate typeface as it seamlessly communicates the philosophy of our brand through its shapes. Ever since calligraphic letterforms evolved into type, people have tried to rationalize the lines and curves of letter shapes into geometric forms. Objectiv takes a new look at geometry. Its designer, Bruno Mello, followed the principles of mathematical structures but didn't forget that this typeface is to be used by humans.

What at first glance appears to have been drawn by a compass has in fact been adjusted to account for the way that we perceive the world. The proportions of the characters have not been dictated by geometry and mathematics, but by their harmony with one another, and by what our eyes judge to be right.

Primary

1. Corporate Fonts

Used for every offline corporate design and marketing collateral.

Headlines: Objectiv MK1 Extra Bold

Subtitles: Objectiv MK1 Medium

Bodytext: Objectiv MK2 Regular

Secondary

2. Web Fonts

Used for every online site and application.

Headlines: Poppins Bold

Subtitles: Poppins Medium

Bodytext: Mulish Regular

3. Office Fonts

Used for email traffic and files shared with third parties.

Titles: Arial Bold

Bodytext: Arial Regular

5. DO'S & DON'TS

To make sure the brand is executed appropriately, please use the logo files as provided at all times. Altering these files is not recommended, as it will jeopardise consistency over time. When in doubt, please consult with your brand developer.



Use only brand colors as stated in this brand manual unless explicitly instructed otherwise.



Do not distort or skew, or alter the proportions of the logo files in any way.



Do not alter the location or alignment of the graphic elements, including the strapline.



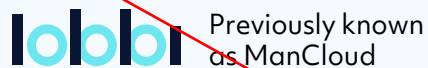
Do not distort or skew, or alter the proportions of the logo files in any way. Adding icons is not allowed.



Keep to the corporate typefaces as prescribed in these brand guidelines.



Always use the identity as provided, with the corporate colors applied. Monotone versions are not to be used.



In order to keep messages consistent, do not change the strapline without prior internal discussion.



Make sure logos and images are carefully considered to preserve readability, when placing the logo on an image background.

6. IMAGE TREATMENT

We want to achieve a coherent look by curating a set of visuals that match in tone and subject. Since photography originates from different sources, colorgrading is highly recommended.



The images on the left are unedited and therefore do not match when displayed as a series.

The images on the right have a reduced color saturation and the hues are leaning towards calm blue tones.



MENU MENU MENU MENU MENU MENU

Button Type 1

Titles for articles

Id quatoribus explit, odit re sit et facesti oremporerum vitatur re, sa doluptatus, velecatu sitias eat que prae nihit velles quam harum estiusapis et a eate velicaecesto mo qui ad esseque reiciaeris eum ipid magnate veliquas consequo quo et verem. Nemporum invent, connim haritat urescitem quias quo que minctur ratur rerio. Ipid estrumquam sim qui blati apissinuscid modit venecto dolupta nones excernatur, opturepel ipitia voluptus.

Obisqui vellabo. Del ipsa nos et id ute derio odio blaborr oviduci aectae. Apel invenis et volorem sum faceribusaes ipisciatquid molesto endit aciam eos aspicial excest, simus et apelitis alicatibus aut harcitas incte **platusdaerum** consequ isquis illo minctat iisciendit apienditis iliae que molum eribus pa quidus quunt volorror autatur, ilit prat ratectur si ducit ut repel et ea perum doluptum repudan

Ipsamus nullaut assinum aut omnime vollam aut rerci dolo tenis dolore quatius, odis resto beatiur apient. Um dolor aditate simagnia qui vero quia si as sit ea sed quissed milic tem quibus mo omnisiore sum, expliquat entur? Quibus a peraesci as derit qui del ent eossit exerum quam lant ullabo. Nem custo doluptat inciaspid quibus. Sedis explabo.

BUTTON TYPE 2

Button Type 3

Em. Tet qui quiberiis explige nectius etur, quis eos ditatia inctum consero cullendignam laut la que volupta et et ut eos porenduciu,ldelendae landita ipsae dellabo remquametMagnat. Et dolore reicimi, officiment, officat quatia nem que cum



MENU MENU MENU MENU MENU MENU

Button Type 1

Titles for articles

Id quatoribus explit, odit re sit et facesti oremporerum vitatur re, sa doluptatus, velecatnr sitias eat que prae nihit velles quam harum estiusapis et a eate velicaecesto mo qui ad esseque reiciaeris eum ipid magnate veliquas consequo quo et verem. Nemporum invent, commim haritat urescitem quias quo que minctur ratur rerio. Ipid estrumquam sim qui blati apissinuscid modit venecto dolupta nones excernatur, opturepel ipitia voluptus.

Obisqui vellabo. Del ipsa nos et id ute derio odio blaborr oviduci aectae. Apel invenis et volorem sum faceribusaes ipisciatquid molesto endit aciam eos aspicial excest, simus et apelitis alicatibus aut harcitas incte **platusdaerum** consequ isquis illo minctat iisciendit apienditis iliae que molum eribus pa quidus quunt volorror autatur, ilit prat ratectur si ducit ut repel et ea perum doluptum repudan

Ipsamus nullaut assinum aut omnime vollam aut rerci dolo tenis dolore quatius, odis resto beatiur apient. Um dolor aditate simagnia qui vero quia si as sit ea sed quissed milic tem quibus mo omnisiore sum, expliquat entur? Quibusa peraesci as derit qui del ent eossit exerum quam lant ullabo. Nem custo doluptat inciaspid quibus. Sedis explabo.

BUTTON TYPE 2

Button Type 3

Em. Tet qui quiberiis explige nectius etur, quis eos ditatia inctum consero cullendignam laut la que volupta et et ut eos porenducitur, Idelendae landitat ipsae dellabo remquametMagnat. Et dolore reicimi, officiment, officat quatia nem que cum



MENU

MENU

MENU

MENU

MENU

MENU

Poppins Medium - ALL CAPS

Mouseover: Lobbi Night Blue > Lobbi Day Blue

Button Type 1

Poppins Medium - Title Case

Mouseover: Lobbi Day Blue > Lobbi Day Blue Light

Poppins Bold (Night Blue) - Sentence case

Titles for articles

Mulish Regular (Night Blue) - Sentence case

Id quatoribus explit, odit re sit et facesti oremporerum vitatur re, sa doluptatus, velecatur sitias eat que praee nihit velles quam harum estiusapis et a eate velicaecesto mo qui ad esseque reiciaeris eum ipid magnate veliquas consequo quo et verem. Nemporum invent, commim haritat urescitem quias quo que minctur ratur rerio. Ipid estrumquam sim qui blati apissinuscid modit venecto dolupta nones excernatur, opturepel ipitia voluptus.

Ipsamus nullaut assinum aut omnime vollam aut rerci dolo tenis dolore quatius, odis resto beatiur apient. Um dolor aditate simagnia qui vero quia si as sit ea sed quissed milic tem quibus mo omnisiore sum, expliquat entur? Quibus a peraesci as derit qui del ent eossit exerum quam lant ullabo. Nem custo doluptat inciaspid quibus. Sedis explabo.

BUTTON TYPE 2

Poppins Medium - ALL CAPS

Mouseover Text: Lobbi Night Blue > Lobbi Day Blue

Mouseover Box: Dark Grey > White

Button Type 3

Poppins Medium - Sentence Case

Mouseover Box: No box > Light Grey box

Poppins Bold

Mouseover: Lobbi Day Blue Dark > Lobbi Day Blue

Em. Tet qui quiberiis explige nectius etur, quis eos ditatia inctum consero cullendignam laut la que volupta et et ut eos porenducior, Idelendae landit ipsae dellabo remquametMagnat. Et dolore reicimi, officiment, officat quatia nem que cum



François Benardstraat 2/201

9000 Gent - Belgium

+32 9 391 22 15

info@mancloud.eu

www.lobbi.cloud

2020 © Lobbi