P3

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Brand Identity Guidelines

SIMPLIFY.

CONNECT.

CONVERT.

Empowering hotels with customised online guest journeys.

Contents

Brand Story

We have been working with hotels since 2000. For almost twenty years we have experienced big changes within the hotel industry. During this time we have developed the knowledge and expertise to be able to embrace the evolution of technological integration.

Hotel professionals aspire to have more business freedom and the flexibility to embrace new ideas. For that reason, our purpose is to create a culture of innovation through creativity and technology. Our mission is to be part of the whole spectrum of the online guest journey, from looking to experiencing, in order to create more opportunities for hotels to grow independently. We aim to simplify the entire process of how hotels connect with their guests online and ultimately increase business revenue.

We have a genuine and transparent relationship with our clients. We believe in their business, we understand their needs, we see their uniqueness and we work together towards the same business goals.

Brand Personality

We are talented, creative and skilled. We are results-driven and we value quality, accuracy and security in everything we do.

We react quickly to changes, and that gives us time to come up with new strategies. We never say no to new ideas. We are open-minded, flexible and helpful.

At our core, we are true to our Irish roots, and like most Irish people, we are friendly, humorous, eccentric and loyal to our culture and our relationships.

Our Logo

Our logo's default variation is with the gradient icon and white text against a navy background. Our default logo variation works best above a minimum width of 150px for digital and 50mm for print.

Logo Variations

The logo is highly flexible. For example, it can be used against different backgrounds, at a small or large scale, with or without the 'Hotel Software' tagline and either in horizontal or vertical format.

Logo Rules

The logo and the icon's exclusion zone is equal a third of the height of the icon (marked as × in the diagram)

Maintain the predefined kerning and spacing of the logo in order to maintain it's precise geometric structure.

The icon + P3 lettering variation with the tagline 'Hotel Software' should not be used smaller than 150px in digital or 50mm in print. Any smaller than this and the tagline is not easily readable.

The P3 lettering variation should never be smaller than 70px in digital or 25 mm in print.

The P3 logo should never be smaller than 60px in digital or 20mm in print.

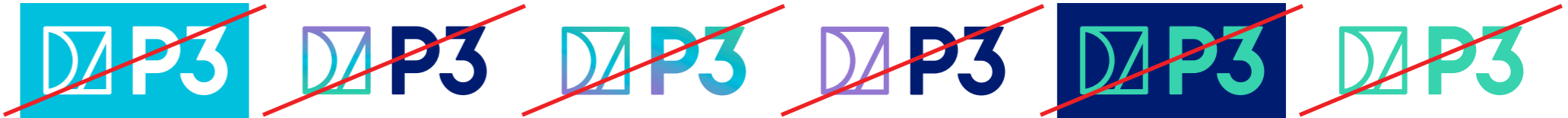The isolated icon or P3 lettering should never be smaller than 21px in digital or 7mm in print.

The Favicon size is 16x16px and the thicker stroke version of the icon should be used.

Logo Don'ts

Do not use white against any other brand colour other than navy.

Do not change the direction of the gradient.

Do not use the gradient on any part of the logo other than the icon.

Do not use the icon in any brand colour other than navy (unless used for a decorative pattern separate to the logo).

Do not use the logo in any brand colour against navy other than white.

Do not use the logo in any brand colour against white other than navy.
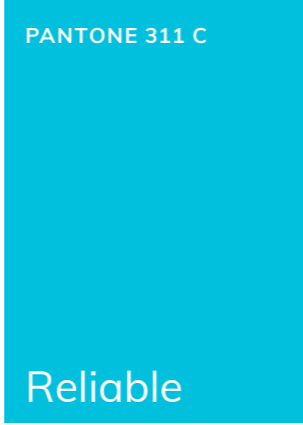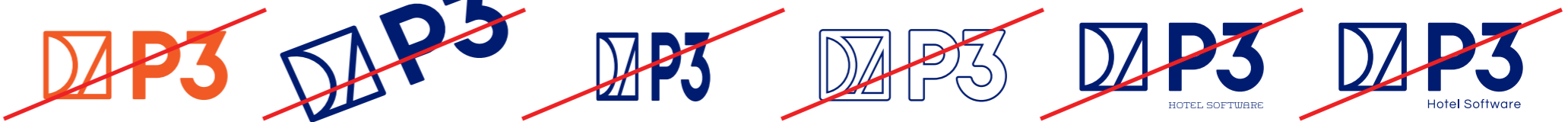
Do not use any unauthorised/non-brand colour.

Do not rotate the logo.

Do not distort the logo.

Do not outline the logo.

Do not change the tagline font.

Do not use lowercase version of tagline font.

Do not manipulate any part of the logo.

Do not use the logo with less than 100% opacity.

Do not pair the logo with marks that may be confused as logos.

Do not use the gradient logos below minimum width 150px for digital or 50mm for print.

Do not stack the logo elements vetically.

Do not use the logo as a clipping mask for an image.

Colour Palette

PANTONE 662 C

Professional

RGB   0 26 112
HEX   #001A70
CMYK 100 87 0 36

PANTONE 311 C

Reliable

RGB   5 195 221
HEX   #05C3DD
CMYK 65 0 6 0

PANTONE 2655 C

Creative

RGB   150 120 211
HEX   #9678D3
CMYK 49 55 0 0

PANTONE 3385 C

Growth

RGB   71 215 172
HEX   #47D7AC
CMYK 55 0 45 0

PANTONE 419 C

Stable

RGB   33 35 34
HEX   #212322
CMYK 76 65 66 90

PANTONE 663 C

Calm

RGB   229 225 230
HEX   #E5E1E6
CMYK 5 6 0 0

Extended Colour Palette

PANTONE 7703 C

RGB   0 156 189
HEX   #009CBD
CMYK 78 10 9 3

PANTONE 635 C

RGB   164 219 232
HEX   #A4DBE8
CMYK 32 0 1 0

PANTONE 2665 C

RGB   125 86 199
HEX   #7D55C7
CMYK 65 73 0 0

PANTONE 263 C

RGB   215 198 230
HEX   #D7C6E6
CMYK 11 20 0 0

PANTONE 3268 C

RGB   0 171 142
HEX   #00AB8E
CMYK 86 0 55 0

PANTONE 572 C

RGB   165 223 211
HEX   #A5DFD3
CMYK 30 0 15 0

PANTONE 7685 C

RGB   44 86 151
HEX   #2C5697
CMYK 90 66 0 0

PANTONE 7681 C

RGB   148 169 203
HEX   #94A9CB
CMYK 42 24 0 0

PANTONE Cool Gray 10 C

RGB   99 102 106
HEX   #63666A
CMYK 57 46 40 25

PANTONE Cool Gray 6 C

RGB   167 168 169
HEX   #A7A8A9
CMYK 33 24 20 2

Questrial Regular

Aa

Questrial is the perfect font for headlines on a website. It's modern style, suited with past characteristics of great typefaces, make it highly readable in any context.

It is a Google font licensed under the Open Font License.

Questrial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Mulish

Body & Sub-Headings Typeface

Aa

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography.

It is a Google font licensed under the Open Font License.

Mulish Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Mulish Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Mulish Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Mulish Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Mulish Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Headings & Display

It is Permitted to Use All Caps for*:

SHORT DISPLAY OR HEADINGS

Use Title Case for:

Long Display or Headings That Would Look Agressive in All Caps

*Please call upon an experienced creative eye to decide when All Caps is an appropriate case choice for Display or Headings. A good example of using All Caps case appropriately is for P3's tagline: SIMPLIFY. CONNECT. CONVERT.

Sub-Headings and Body

This is an Example of a Bold Sub-Heading

This is an Example of a Semi-Bold Sub-Heading

This is an example of Regular body text that can be paired with Semi-Bold or Bold sub-headings. Here is some Lorem Ipsum sample text: dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

This is an Example of a Medium Sub-Heading

This is an example of Light body text that can be paired with Medium sub-headings. Here is some Lorem Ipsum sample text: dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Photography

Overlays

For more creative uses of photography in brochures or banners etc. - for example in relation to the brand's concept of SIMPLIFY. CONNECT. CONVERT. - the circle, triangle or square (in their correct corresponding colours) can be used as transparent overlays. The photographs can be given a dark navy filter, but please use a trained creative eye to make the decision. Ensure that these shapes do not conceal portions of the photo that are necessary to communicate the message of the image.

Does & Don'ts

Do

Try to use imagery that places people and objects in their natural setting. Photos should be authentic and not distract from the message itself.

Don't

Try to avoid unrealistic, staged, unnatural and overly-photoshopped photos.
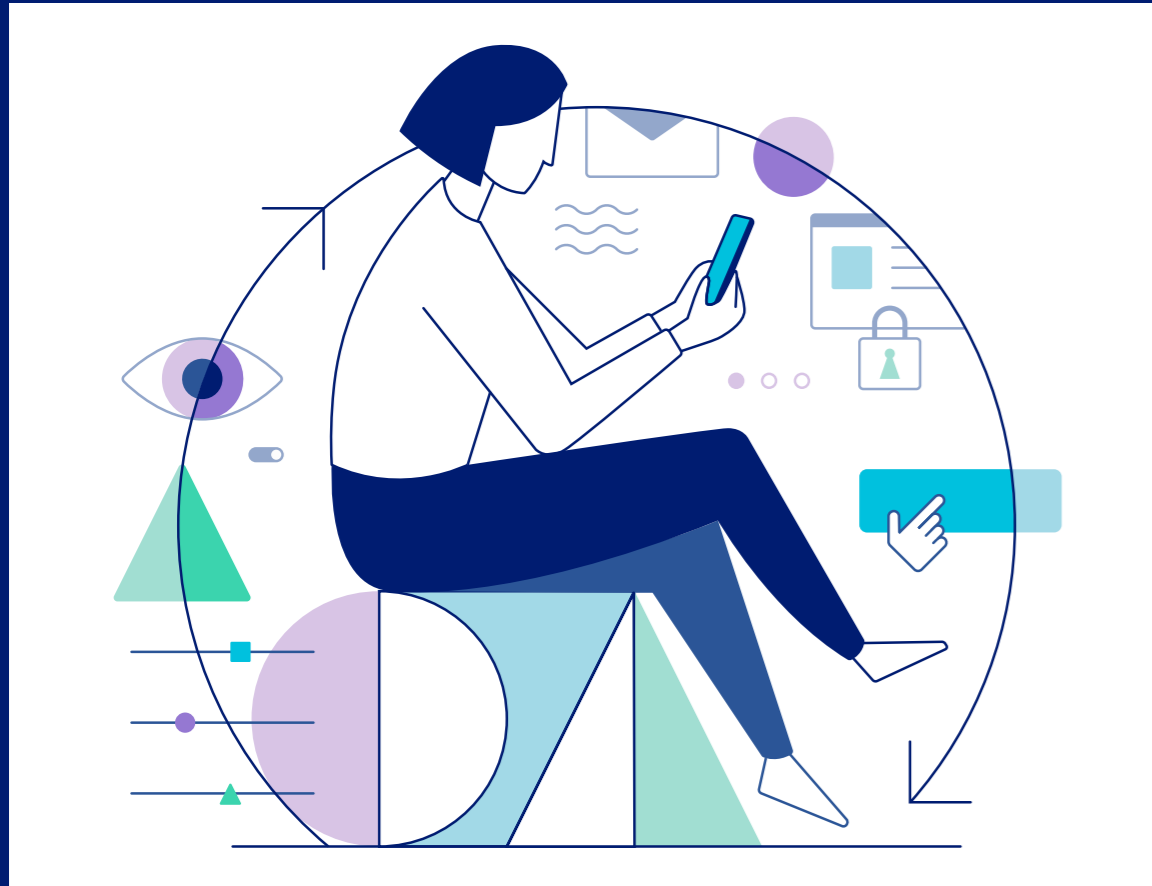
Visual Identity

SIMPLIFY.

CONNECT.

CONVERT.

18

19

Custom Illustration Styles

Hero (large-scale) Illustrations

Detailed with thin outlines and areas of flat colour. Best to avoid gradients for these illustrations in order not to overwhelm the viewer. Keep the aesthetic clean and minimal.

Thumbnail (small-scale) Illustrations

Less detailed with thin outlines and areas of flat colour. A gradient line can be used for emphasis (in small doses). Keep the aesthetic clean and minimal.

Custom Icon Styles

On Dark

Use thin outlined icons. Do not use custom icons with a fill style. The only exception is social icons because these are icons from another brand. Gradient style icon should only be used on larger icons and against a dark background.
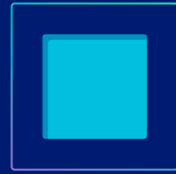
On Light

Use thin outlined icons. Do not use custom icons with a fill style. The online exception is social icons because these are icons from another brand. Gradient style icon should not be used against a light background.
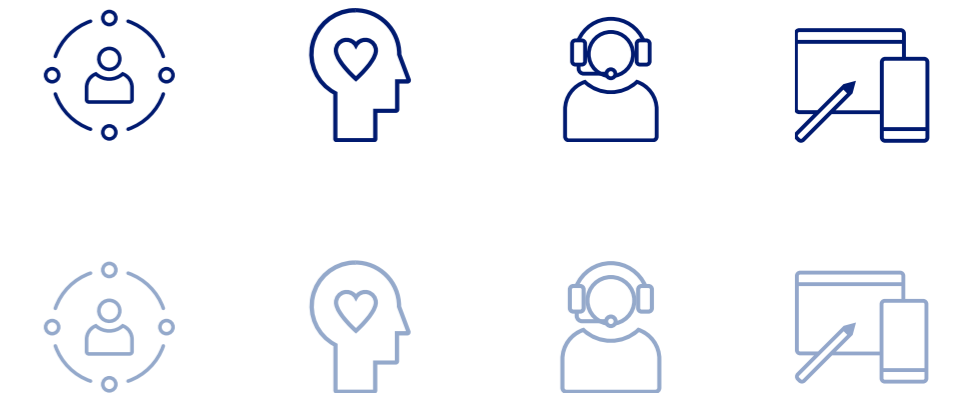
Visual Concept

SIMPLIFY.

Secure, efficient and integrated
IT & Operations

CONNECT.

Brand focus, design customisation
for more consistent Marketing.

CONVERT.

Increased Revenue through direct
bookings and guest loyalty

Our Logo and visual identiy are based on three simple shapes: the square, the circle and the triangle. Each shape represents an area of our clients' businesses that we serve via our products and services. These shapes also correspond to our tagline - Simplify. Connect, Convert - and can be used to conceptually represent the customisable levels of control we give our clients.
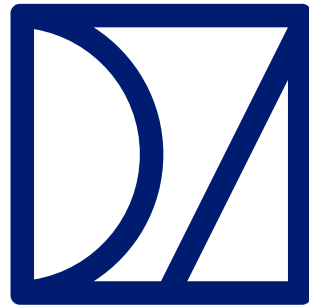
These three shapes and their corresponding colour palettes should be used throughout brand material when it is deemed relevant. For example, a section of a brochure about user experience services could contain a shade from our purple colour palette and perhaps some subtle circular shapes used as decorative elements.

Brand Voice

We keep a positive and professional attitude in everything we write and say. We relate to our customers' challenges and we speak their language, always with passion, clarity and empathy.

Everything we say is based either upon our own experience or upon credible sources. We always stay informed so that we can share a reliable message.

We are straight to the point yet sometimes we need more time to explain something in more detail. Either way, we are focused on what we need to say and we always choose simplicity over complexity.

HOTEL SOFTWARE