

# BRANDBOOK



# LOGO VARIATIONS

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage. The preferred way to use the BookingSync logo is over a white/light background or on BookingSync blue. Every attempt must be made to do this. If the logo must be placed on a different background or color options are limited then the BookingSync logo can be used in one of the following options.

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**BookingSync**



**BookingSync**



**BookingSync**



**BookingSync**



**BookingSync**



**BookingSync**

# LOGO SPACING

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this clear space

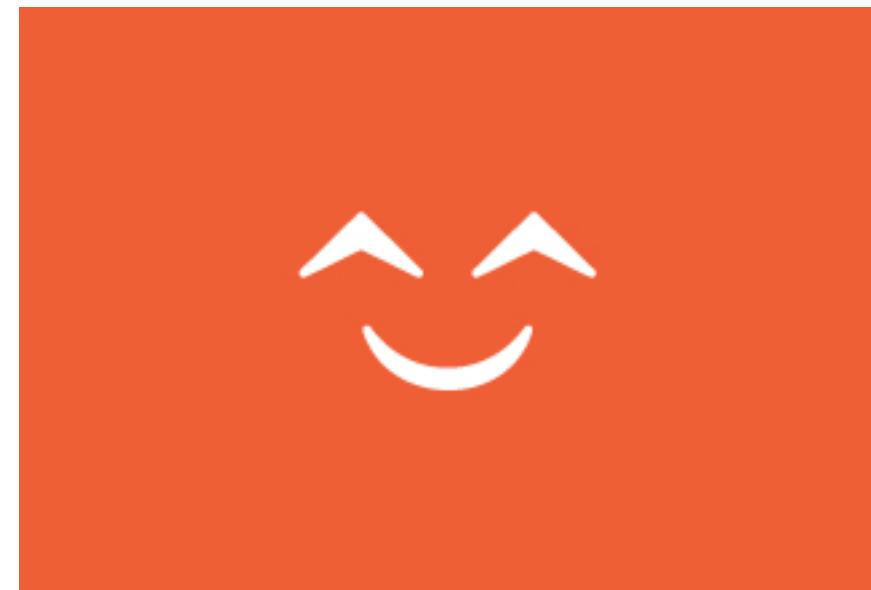
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# ICON VARIATIONS

The BookingSync “Smiley” icon is yet another super valuable asset of our brand, as it summarizes our culture and personality. The BookingSync “Smiley” icon is more versatile in its usage than the BookingSync logo. The BookingSync “Smiley” icon can be used with rounded corners or no rounded corners. The BookingSync “Smiley” icon must follow the same background color options as the BookingSync logo.

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# INCORRECT USAGE

Please do not use our logo in any of the following ways.



Do not change logo's orientation.



Do not add extraneous effects to the logo.  
Such as bevel and emboss or drop shad-



Do not place the logo on busy photography.



Do not change the logo colors.



Do not attempt to recreate the logo.



Do not scale the logo unproportionately.



Do not make alterations, additions or substitutions to the words and or colors contained in the logo.



Do not use the logo as a repeated pattern,  
"wallpaper," or other decorative device.

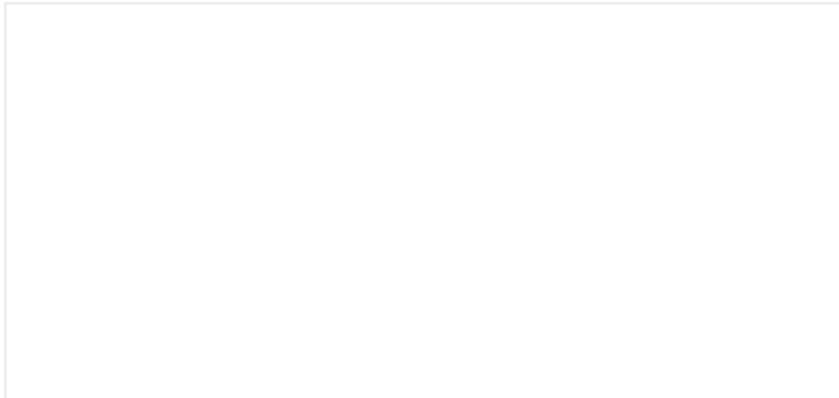


Do not use the position of the logotype or the icon.

# COLORS

Our colors are what gives us our personality. We're bright, bold and colorful.

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## WHITE

**CMYK** 0, 0, 0, 0

**RGB** 255, 255, 255

**HEX** #FFFFFF



## BLUE

**CMYK** 79, 35, 1, 0

**RGB** 32, 137, 200

**HEX** #218AC9



## DARK GREY

**CMYK** 68, 59, 43, 38

**RGB** 77, 77, 90

**HEX** #4D4D5A



## YELLOW

**CMYK** 0, 37, 86, 0

**RGB** 255, 176, 43

**HEX** #FFB02B



## GREEN

**CMYK** 74, 10, 100, 1

**RGB** 72, 160, 54

**HEX** #48A036



## ORANGE

**CMYK** 0, 74, 80, 0

**RGB** 239, 95, 54

**HEX** #EF5F36

# TYPOGRAPHY

Typography is a key element to communicate a unified personality for BookingSync. We've chosen Open Sans, a typeface with an upright stress, a neutral, yet friendly appearance.

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## Open Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0**

## Open Sans Light

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*