

# @hotel

**Brand Bible**

March 2023

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## Our Mission

The guiding principle that defines our actions, decisions, and overall strategy. The unique value proposition that inspires consumers to connect with our vision and purpose.

# To make a more curious world through travel.

The many conflicts in culture we see in modern society can be traced to a lack of curiosity. Despite this historic moment in advanced technology and digital connectivity we are currently living in, people generally react with fear or hate when encountering things they don't understand. It's easy to ignore something you don't understand, but it's harder to do so if you're fully immersed in it.

Travel ignites curiosity, fosters compassion, and grows real human connections. It allows us to see and experience the lives of other people in a way that can't be communicated through a screen, which is why it's so transformative.

Mark Twain once wrote, "Travel is fatal to prejudice, bigotry, and narrowmindedness, and many of our people need it sorely on these accounts."

Tripscout's mission is to reignite our collective curiosity through revolutionizing how people travel and experience our world.



## Our Vision

What we aim to achieve and evolve into over time. A sense of direction and focus to guide our activities and strategy.

# To be the most loved travel company in the world.

The travel & hospitality industry have created a norm of negativity. The average Trustpilot score for hotel booking platforms is 1.3 stars. Mediocrity is an industry standard, which has left the travel experience with a permanent stain of distrust. Customers have acquiesced to the idea that their opinions are neither heard, nor cared about.

### That changes with us.

Hospitality isn't a footnote on our website, it's a part of our core DNA as a team. We always strive to not only meet expectations, but exceed them beyond our guests' wildest dreams. The quality of service we provide will be the new love letter to the travel experience. We want our guests to dream again.

Since our goal is to become the new modern standard, our north star is to always disrupt ourselves. It's not enough to be better than our competition, we should always be aiming to be better than our former selves. This is how we will always challenge ourselves to earn the love of our guests who use our services. This is how we will always win.







## Our Values

The ideals we hold most dear. They are the core attributes that we'll carry into the brand's persona, voice, and visual identity.

### Determined

There is no task that can't be done with the right planning, and no goal we can't reach working together. Every day is an opportunity to accomplish something meaningful for both our team and ourselves.

### Bold

You can't be the best by thinking like others. We dream big and act accordingly. We will always push each other and ourselves to think bigger, work harder, and make bets.

### Ownership

We celebrate our wins and learn from our mistakes because we own every decision and action we take. We're a team of self-starters that take pride in our work.

### Radically Hospitable

People are the most important part of any journey. Whether it's our customers, our partners, or even our own team, we strive to radically overdeliver on every level. We're in the business of creating unforgettable human experiences.



# Travel begins with inspiration

## Instagram is where we can dream about travel possibilities

A recent study found that 97% of Millennials begin sourcing travel plans, inspiration, and ideas directly from Instagram.

This is incredibly powerful in the context of our work.

@hotel is present during the entire guest journey from when the first spark of travel inspiration is ignited to the very end where they post photos to Instagram of their experience.

## Our responsibility as the foundation of the guest journey

Unlike any other hospitality company in our industry, we are truly a part of our guest's trip from the moment inspiration strikes for travel to the moment they get home and are ready to post about their journey. Our presence on Instagram places us in a unique position to guide our guests to create memories they'll never forget, and it's a responsibility we have to recognize and own as an organization.







## Our Audience

The specific group of people that we aim to reach, connect with and enrich through our products and services.

## Social Media Users

Our primary marketing channel is Instagram, which means most of our audience and guests of our platform participate in social media regularly.

## Guests Who Value Quality

Guests of our platform value upgrades and luxury and are willing to pay more for a higher quality hotel experience for the right price.

## Frequent Travelers

Our audience book hotels frequently either for business or leisure and are sensitive to pricing and would actively seek upgrades and better deals should they be made available.

————→ **Leisure & business travelers who value price & quality.**

## Our Voice & Tone

Our attitude—how we carry ourselves. It's informed by our persona and will inform the specific language we use and when.

**Informative**

**Authentic**

**Inspirational**

**Fun**





# Our voice is informative

Our voice and tone always come from a place of support and being a resource to guests.

## We provide our expertise

We are a travel company and have a team with decades of experience from around the world. Our voice and tone should reflect that we're always willing to offer our knowledge to our audience.

## We are always open to learning more

We love learning more about new ways to experience travel. We're open to input and love it when guests, content creators, or our audience can chime in with useful information we did not have.

## What we don't do

We don't use our voice to sound prescriptive or pedantic. We're not bossy and we're not aggressive about the way we provide information or suggestions to guests.







# Our voice is authentic

We speak our mind, and we also speak from our heart. We know who we are, and aren't afraid to show it.

## We stay true to our values

Our voice and tone always reflect our core values that we operate our company by. Regardless of the situation, we are always bold, determined, own our decisions, and remain radically hospitable.

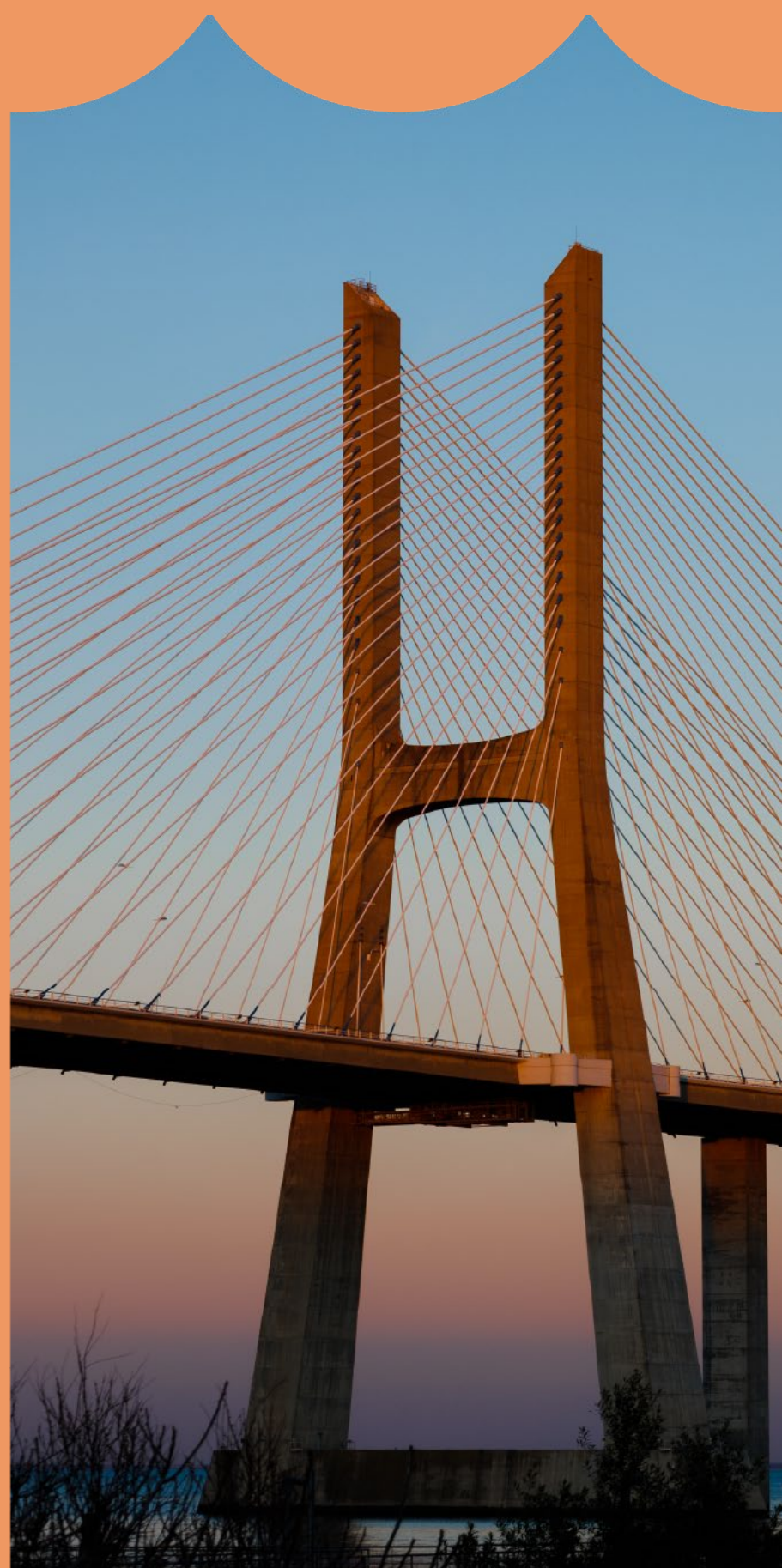
## We own our own identity

We have confidence in that the work we're doing and the service we provide is something the competition can't. We're proud of our work, our team, and love the service we provide to our guests. Our values, ideals, and actions all align.

## What we don't do

We don't compromise our voice or messaging if it violates our values. We stick to our guns, support each other, and support our guests. We don't twist our words for the sake of a situation.





# Our voice is inspirational

We are here to push our audience to see more, experience more, travel more. Our voice must inspire action.

## We encourage our guests to dream

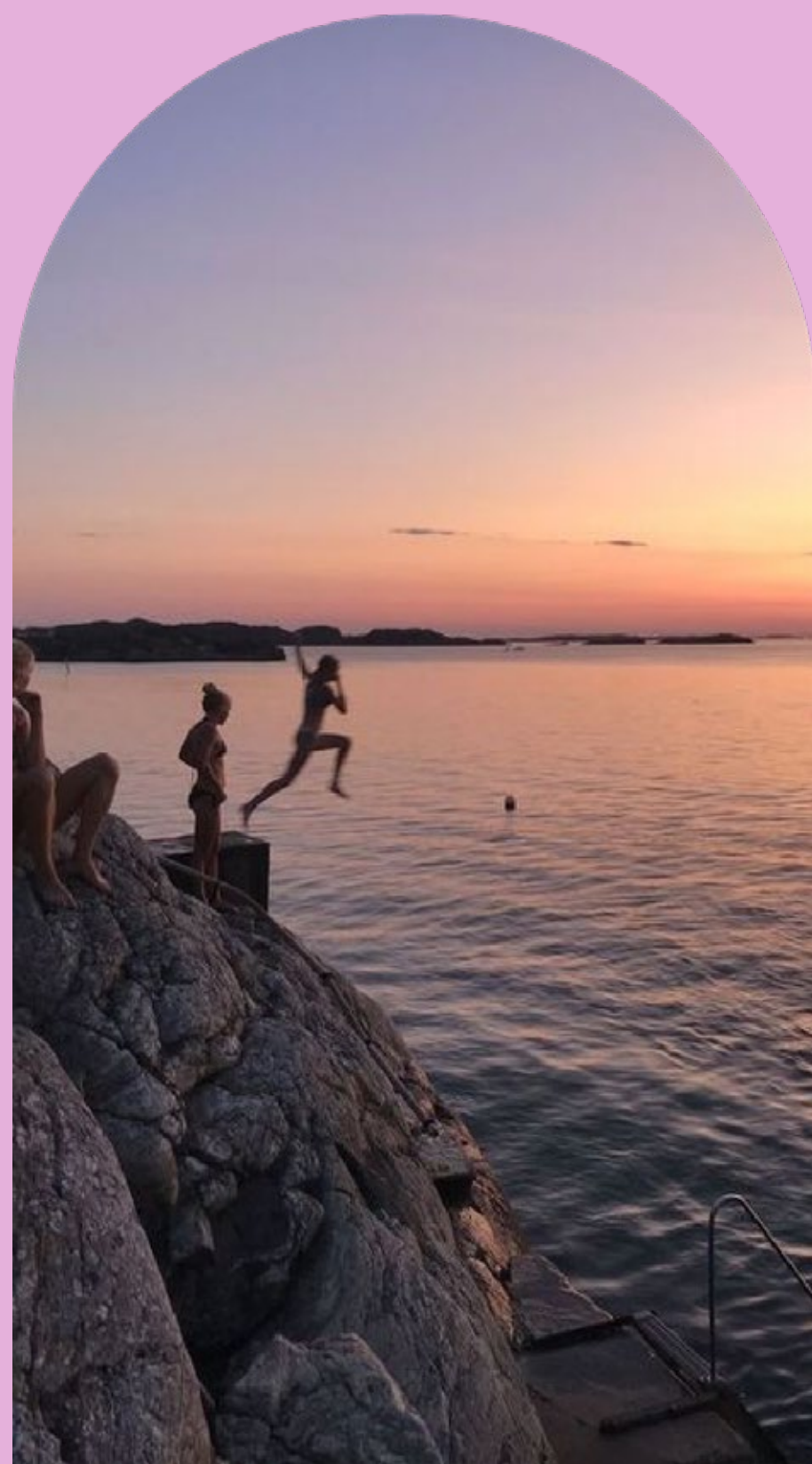
What we offer is anything but ordinary. We want to push our guests to dream of that perfect trip or travel experience, and then dream even bigger. Our words embody this inspiration.

## We push the imagination to the fullest

Our voice should push the creativity of our audience. We should encourage exploration, pushing boundaries, and experiencing more. Travel lets our mind run free with possibilities, and our voice will always embody this.

## What we don't do

We don't critique or give negative commentary on the dreams of others. Whatever you want to do with your travel is personal and, in a way, sacred—we are not in the business of critiquing the aspirations of others.



# Our voice is fun

There's time for work and there's time for play, and travel is almost always playtime. Our voice should reflect this.

## Travel is naturally fun

Travel is naturally a moment to create memories, enjoy experiences, and have a great time. We want our guests to let their hair down and live every minute to the fullest.

## We understand this is their moment

Travel is a seldom luxury for most people. Our voice must push our audience to savour every moment, because this is their chance to open their minds and hearts to unforgettable experiences.

## What we don't do

We don't have fun at the expense of others. We encourage a good time, but we don't do so at the sake of people's personal or philosophical boundaries or at the sake of respect for cultural standards.



# Visual Identity

# Our logo

Our logo combines a super ownable @ sign with a solid and trustworthy wordmark.

## The @

At its heart, @hotel combines the excitement of the unknown with the security of knowing that you'll be safe in comfortable in your lodgings. Our new @ sign represents the travel and exploration side of the brand – it's looping lines represent movement, twists and turns, maybe even taking the long way to see more. It's dynamic and unique, just like a new adventure.

## The wordmark

We've chosen a clean, simple font for the word 'hotel', conveying familiarity and trustworthiness. Our sans serif isn't purely geometric, but has slightly squarer curves that communicate solidity, and—like a hotel structure—feel a bit architectural. It has personality and some quirk, but at the same time is the type of font that our audience looks for a signifier of a modern and accessible brand.



Our Logo

@hotel

Primary Logo Mark

Our Logo



Alternate Logo Mark



Our Logo



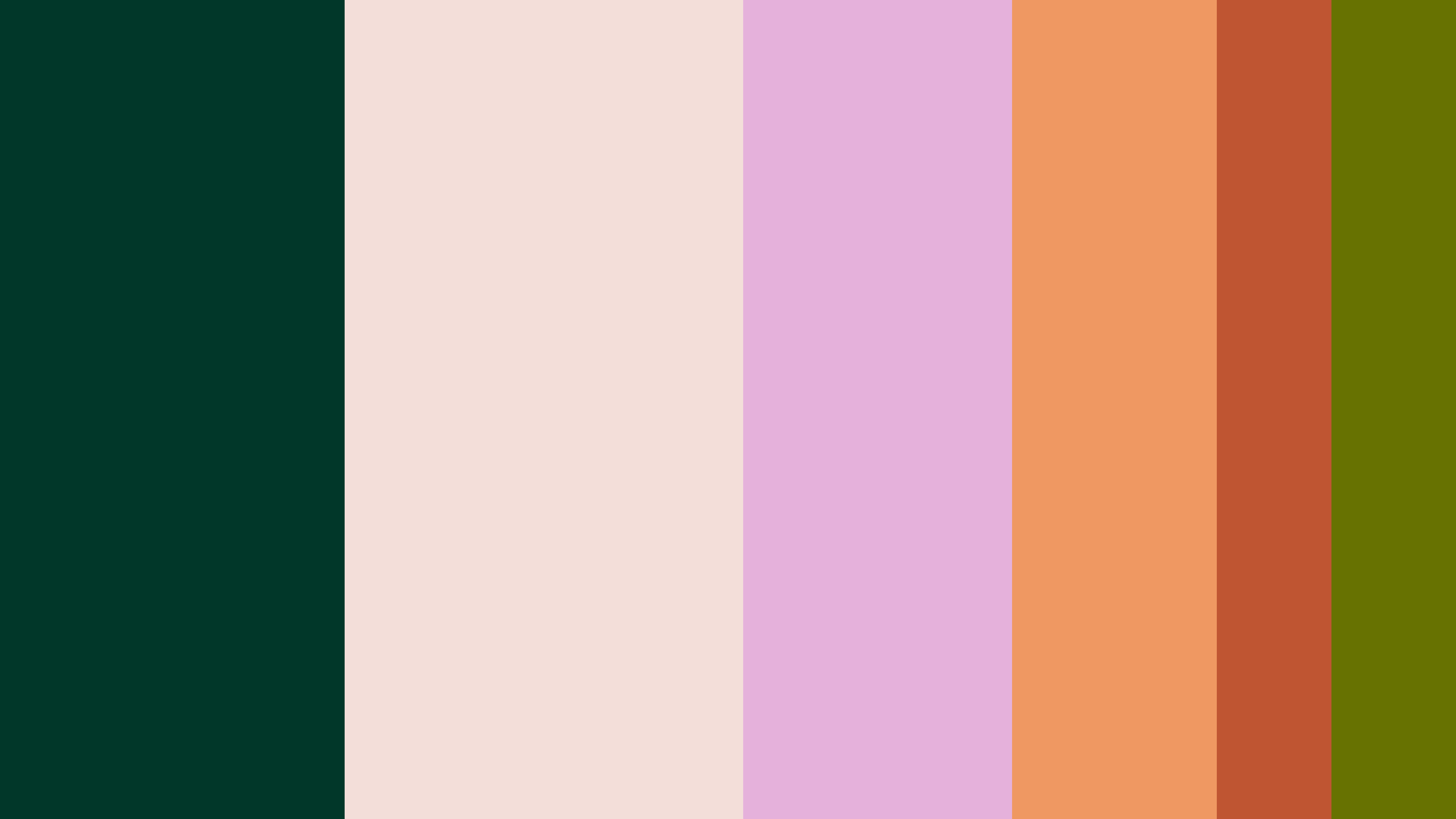
Icon

# Our colors

## Modern, fresh, and wordly

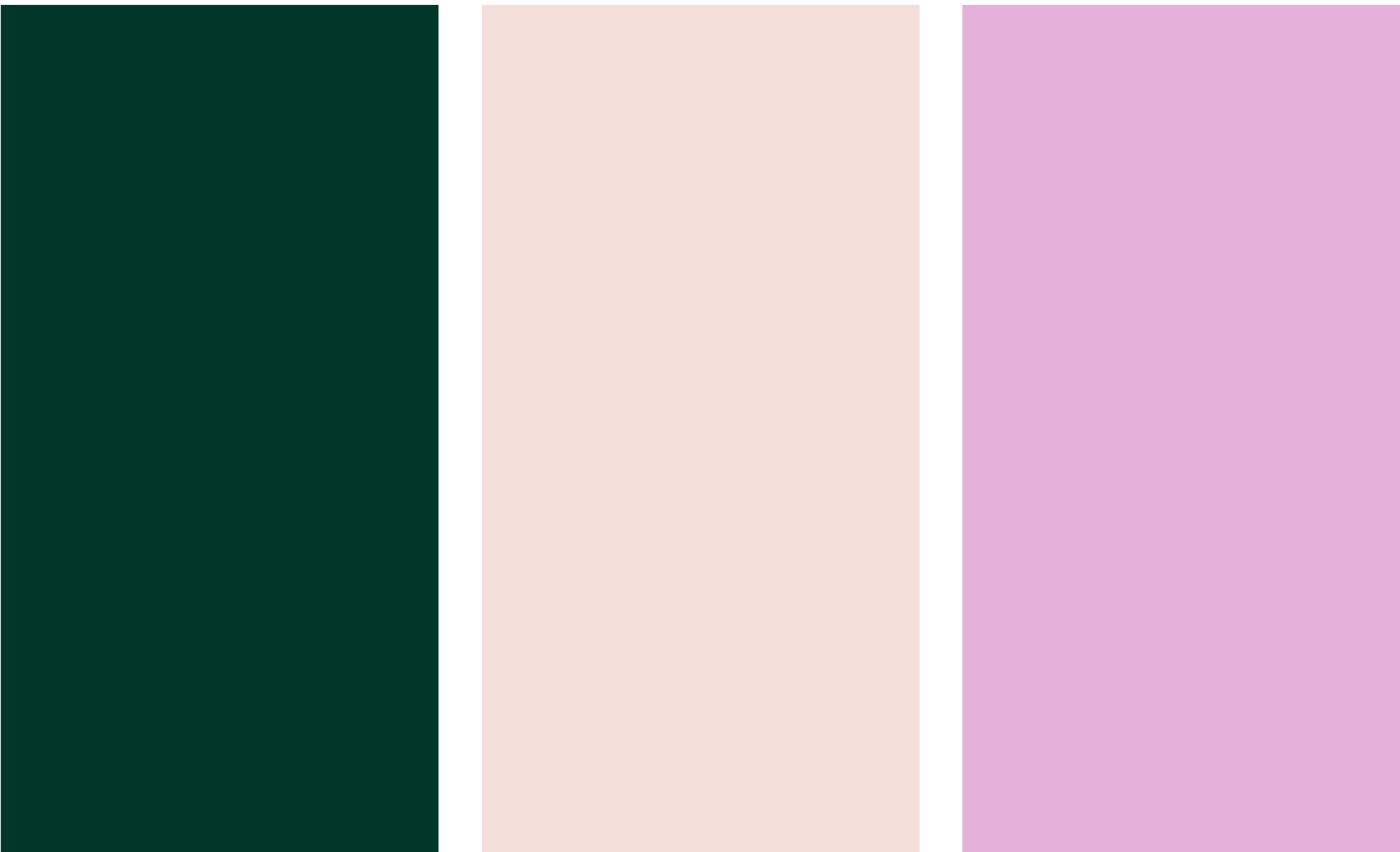
We wanted to created a palette that felt like warm sun at golden hour,so we started with soft orange (reminiscent of Mediterranean tiles) and cozy burnt sienna shade. Next, we add nature: a leafy green and deep forest that inspire you to get outdoors. Finally, a sandy pink that our audience has come to know and love, and a bright digital lilac for a pop of color and excitement.





Color Palette

Primary Palette



Forest Green

Pink Sand

Lilac

Secondary Palette



Olive Green

Terracotta

Burnt Sienna



@

hotel

hotel

@

Hex

#013729	#bf5532	#ef9862	#e5b1db	#677201	#f3ded9

Pantone

P 138-16 C	P 41-8 C	P 34-6 C	P 80-2 C	P 165-16 C	P 60-1 C

CMYK

96 / 47 / 80 / 61	13 / 84 / 100 / 3	0 / 52 / 71 / 0	7 / 37 / 0 / 0	61 / 37 / 99 / 20	2 / 14 / 11 / 0



# Our typography

## Clean & Clear

We're a digital-first company and want to feel that way, so we've chosen fonts that feel native to an online world rather than looking for inspiration in printed matter.

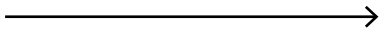
## Warmth & Personality

With subtle vintage touches, our fonts feel familiar and comfortable, communicating that we're allowing our audience to explore the world with confidence and ease. Our typefaces feel open and friendly, reflecting our best-in-class customer service and guest experience.



**Header**

Sharp Grotesk Medium 23  
25 pt Kerning, Sentence Case



The first hotel booking platform  
for Instagram

**Eyebrow**

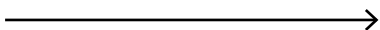
Sharp Grotesk Medium 18  
25 pt Kerning, Sentence Case



Worldwide Hotel Network

**Body Text**

Sharp Grotesk Book 18  
50 pt Kerning, Sentence Case  
Line Height: 1:1.5



Follow @hotel to get inspiration for your next trip, win hotel giveaways, and get access to exclusive deals with beautiful destination hotels around the world. We also have the largest travel network on social media, feel free to check out our other Instagram accounts for some of the top destination cities in the world like New York City, Mexico, London, Paris, Iceland, Maldives, Tokyo, and more.

**CTA**

Sharp Grotesk SemiBold 23  
75 pt Kerning, Uppercase



**FOLLOW US**



# Our visual language

## Windows and Doors

It's important to remember that as much as we live and breath travel, we're ultimately a *hotel booking* site. We're not just about getting out there and seeing the world, but having a great place to stay when you're ready for that post-exploration siesta. To make that point, we rely on our window and door visual motif.

We've looked at iconic buildings from around the world and pulled out forms that they use to create portals. By surrounding our photography with these shapes, we make the images instantly our own, at the same time instilling a wanderlust mood in our audience.

This motif is extremely flexible, and can be used across print and digital collateral.



# Visual Motifs

International inspiration



morocco



airplane



rome



estonia



venice



india



greece



spain



spain



paris



morocco



mexico



china



turkey



germany



prague



indonesia



morocco



switzerland



finland



# Visual Motifs

Windows and doors as frames









# Applications







hotel 





2,098  
Posts


1.2M  
Followers

249  
Following

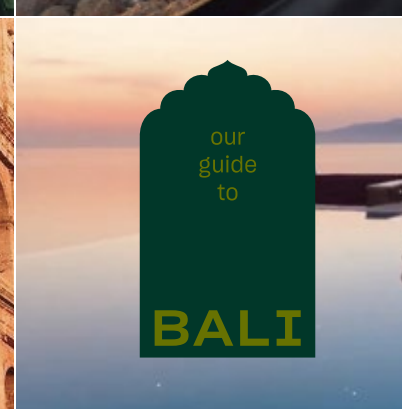
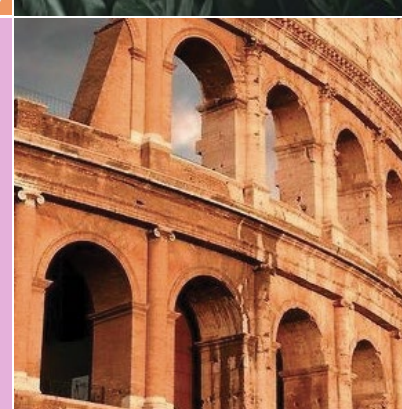
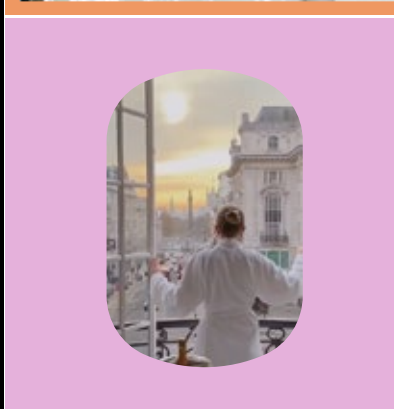
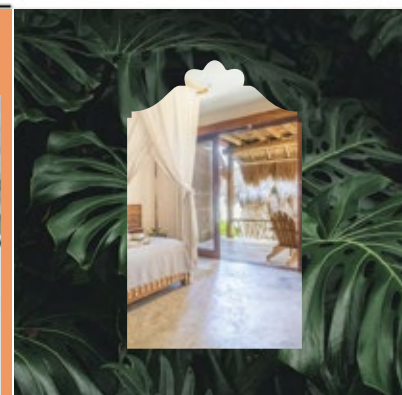
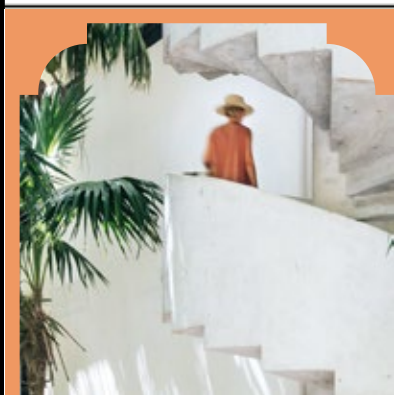
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# Unlock Private Hotel Deals

Location

Dates

Guests

SEARCH



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