



# TravelgateX Brand Guidelines

**TRAVELGATE** X  
Network. Innovation. Partnership.

# Basics

## Our Brandmark



The TravelgateX brandmark is the Primary identifier of our brand. It is our most effective means of visual identity and helps to ensure brand recognition across all communications.

The brandmark shown above is for most general usage.

# Basics

## Our Symbol



The 'X' character is very special for us. It comes from the beginning of our history as a company and it became the symbol of the connection between us and our partners, and also as a way to bond all our products, services and activities.

Our brand is 'TravelgateX'. Always with the 'X', and never in any other possible spelling or transcription.

# Basics

## Our Colors

### TravelgateX Dark Blue

HEX: #0C2340  
RGB: 12 / 35 / 64  
CMYK: 90 / 80 / 40 / 50  
**PANTONE 289 C**

### TravelgateX Light Blue

HEX: #418FDE  
RGB: 65 / 143 / 222  
CMYK: 70 / 30 / 0 / 0  
**PANTONE 279 C**

Hexadecimal or RGB colors are used for on-screen applications.

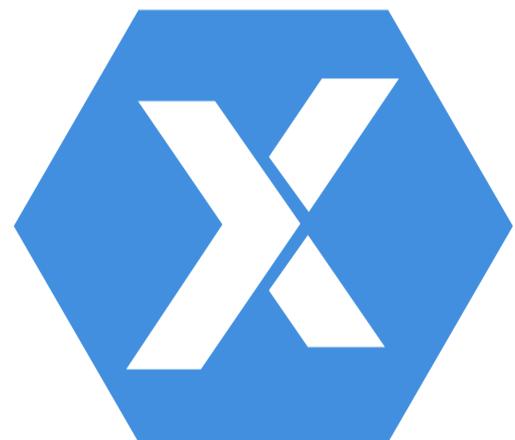
CMYK colors are used for print applications.

Pantone colors are used on direct ink printing  
(Pantone Matching System).

# Basics

## Brandmark Versions

Secondary version



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The secondary version of the brand is available to fit on squared formats.

For minimal size formats, use the isolated icon or the brand without claim when legibility of claim is compromised.

Minimal size versions



TRAVELGATE 

  
TRAVELGATE 

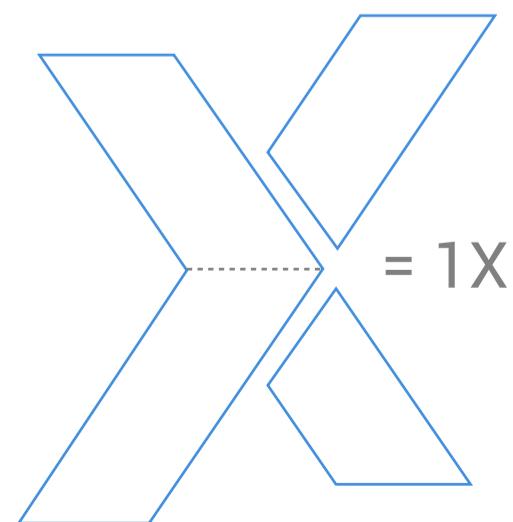
# Basics

## Clear Space



The minimum area of clear space, '1X', is shown above illustrated by a rectangular box containing the brandmark. Its size is based on the width of the central segment of the 'X' character.

This minimum size rule applies for any brandmark version or application.



# Basics

## Contrast

Do...



Don't...



When placed over a photographic image or illustration the brandmark should be placed on an area with sufficient contrast.

Monochrome or color-inverted versions could be used to allow these applications.

# Basics

## Typography

Brands and Products

**LATO BOLD**

Lato Bold

Headlines, highlights and bodycopy

**Roboto Black *Italic***

**Roboto Bold *Italic***

**Roboto Medium *Italic***

**Roboto Regular *Italic***

**Roboto Light *Italic***

**Roboto Thin *Italic***

TravelgateX uses Lato Bold as typography only for branding and naming purposes, combining capital letters for names and normal text for descriptions and claims.

Use Roboto family fonts for any other text. By default, Roboto Bold should be used for headlines (titles, subtitles, etc) and Roboto Regular for bodycopy (paragraphs, lists, etc).

# Basics

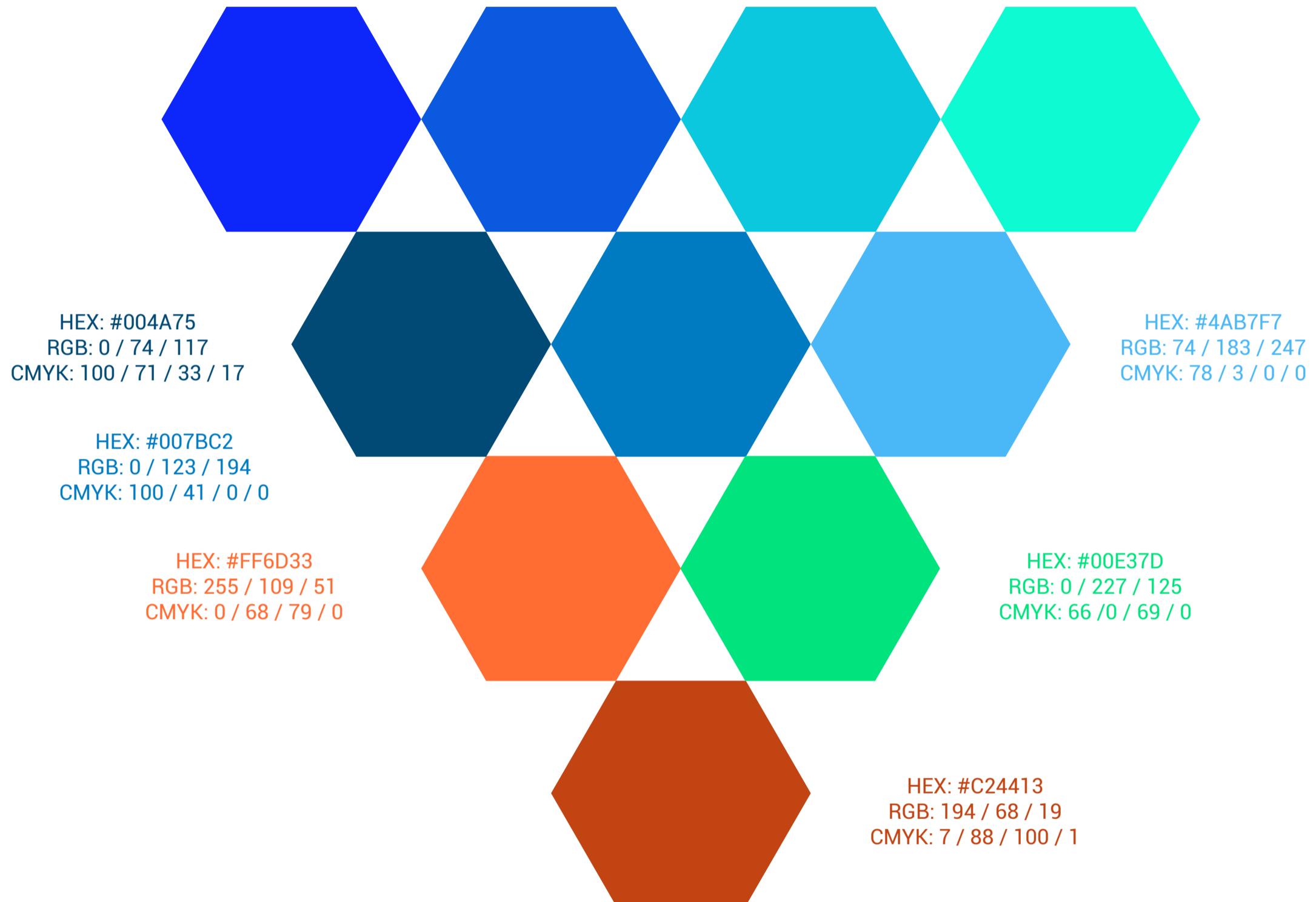
## Color Palette

HEX: #0D26FA  
RGB: 13 / 38 / 250  
CMYK: 87 / 75 / 0 / 0

HEX: #0B59DE  
RGB: 11 / 89 / 222  
CMYK: 90 / 66 / 0 / 0

HEX: #0BC8DE  
RGB: 11 / 200 / 222  
CMYK: 90 / 0 / 21 / 0

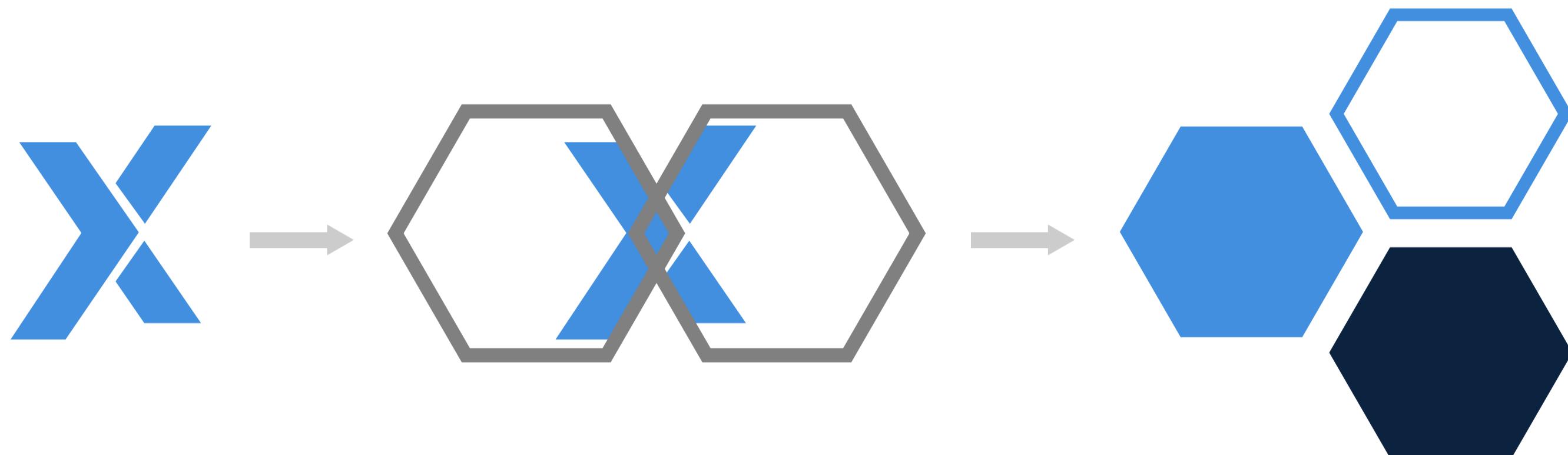
HEX: #0DFAD2  
RGB: 13 / 250 / 210  
CMYK: 90 / 0 / 41 / 0



Our color palette is built over the TravelgateX Light Blue, using analogous, monochromatic, gradients, compound and triadic color schemes.

# Graphic Assets

## Hexagons



The hexagonal shape is derived from our symbol. Hexagons are very useful to represent connections, clusters or groups and they suggest technology as well.

They are versatile: you can use hexagons to create graphics, bullet points, design patterns, highlight boxes, icons, sub-brands or any other application.

# Graphic Assets

## Diagonal Shapes



The usage of diagonal shapes emphasizes our brand identity as a reminder of our symbol.

# Graphic Assets

## The Blue Edge



Cutting the strip to emphasize the brandmark.

We use a light blue strip in a border as a reminder of the X Symbol.

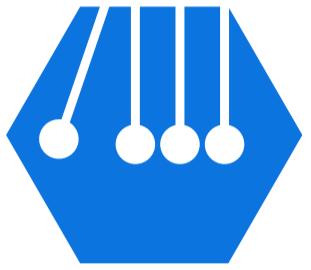
When it is placed as a horizontal limit on the edge of a format, it may be presented as a continuity of the brandmark.

# Sub-brands

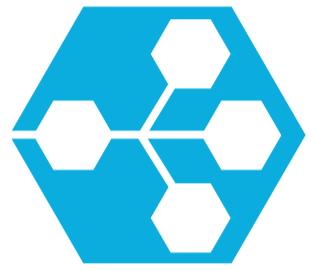
## Our Little Family



ALERTS-X



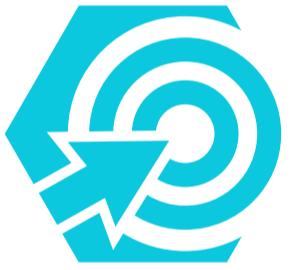
CHANNEL-X



DISTRIBUTION-X



FLIGHT-X



HOTEL DIRECT-X



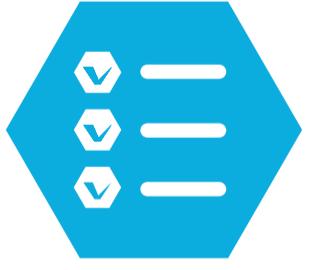
HOTEL PAY-X



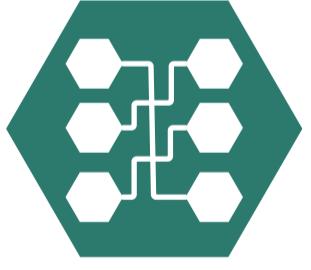
HOTEL-X



INSIGHTS-X



INVENTORY-X



MAPPEA-X



SPEED-X



STATS-X

Our products and services could be identified by a color and an icon.

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# Sub-brands

## Color Range Palettes



HEX: #0B59DE  
RGB: 11 / 89 / 222  
CMYK: 90 / 66 / 0 / 0



HEX: #0B74DE  
RGB: 11 / 116 / 222  
CMYK: 90 / 51 / 0 / 0



HEX: #0B90DE  
RGB: 11 / 144 / 222  
CMYK: 93 / 27 / 0 / 0



HEX: #0BACDE  
RGB: 11 / 172 / 222  
CMYK: 95 / 1 / 6 / 0



HEX: #0BC8DE  
RGB: 11 / 200 / 222  
CMYK: 90 / 0 / 21 / 0

### Hotel Connectivity Products



HEX: #00E37D  
RGB: 0 / 227 / 125  
CMYK: 97 / 0 / 85 / 0



HEX: #0AC879  
RGB: 100 / 200 / 121  
CMYK: 98 / 0 / 80 / 0



HEX: #15AE75  
RGB: 21 / 174 / 117  
CMYK: 100 / 0 / 77 / 0



HEX: #209471  
RGB: 32 / 148 / 113  
CMYK: 100 / 12 / 74 / 1



HEX: #2B7A6D  
RGB: 43 / 122 / 109  
CMYK: 100 / 28 / 64 / 11

### Business Intelligence Products



HEX: #FF6D33  
RGB: 255 / 109 / 51  
CMYK: 0 / 72 / 82 / 0



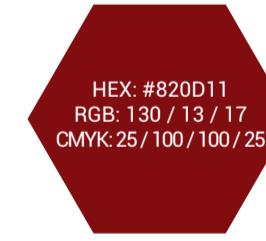
HEX: #DF552A  
RGB: 223 / 85 / 42  
CMYK: 81 / 93 / 0 / 0



HEX: #C03D22  
RGB: 192 / 61 / 34  
CMYK: 7 / 91 / 100 / 1



HEX: #A12519  
RGB: 161 / 37 / 25  
CMYK: 18 / 99 / 100 / 9



HEX: #820D11  
RGB: 130 / 13 / 17  
CMYK: 25 / 100 / 100 / 25

### APIs

Three different color range palettes are set to be used for each kind of product or service. New sub-brands could be developed under this same color scheme.

# Sub-brands

## Naming and Identity



**HOTEL-X**  
by TravelgateX

The name of products must be always written with the '-X' suffix and presented as a brand adding 'by TravelgateX' as description, in order to establish the relation between both brands. The name is sized 1.5x bigger than the description.

Description could be omitted when the icons are shown into a list, graphic or set of services under the main brand.

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# Sub-brands

## Rules of Application



Sub-brand names could have different lengths or number of words. There are two different layouts that could be used depending on the available space.

Both layouts should keep the proportional clear space between symbol and brand name and surrounding the whole brandmark.

# Sub-brands

## Con-X Conference Brand



Con-X conference could be displayed in squared or horizontal formats, and it must be presented with the "by TravelgateX" description.

Event's location and date could be added as an integral element of this brand.

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# Brand Applications

## Stationery



Business card and letterhead.

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# Brand Applications

## Corporate Presentations

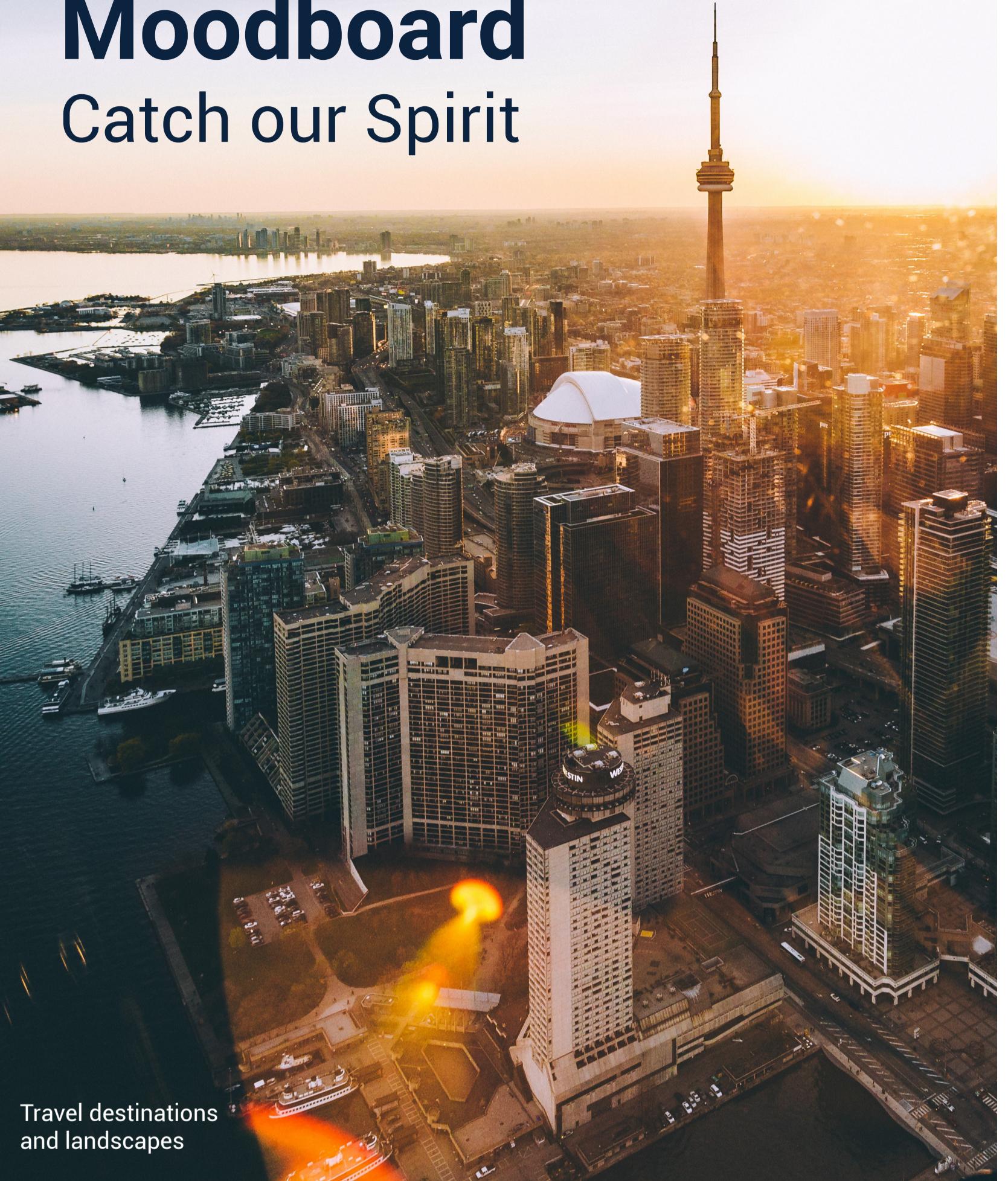


TravelgateX and sub-brands and presentation templates.

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# Moodboard

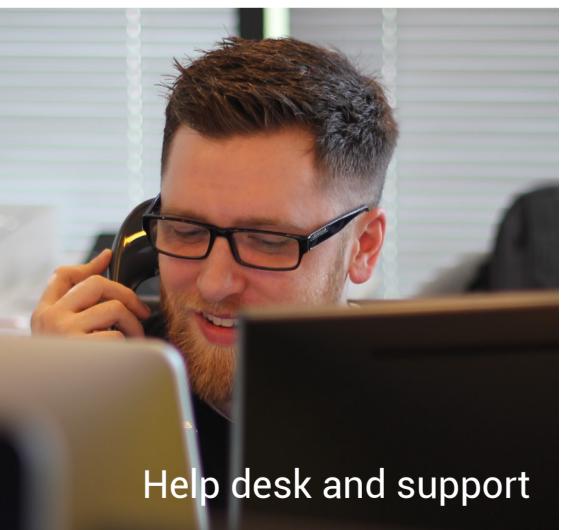
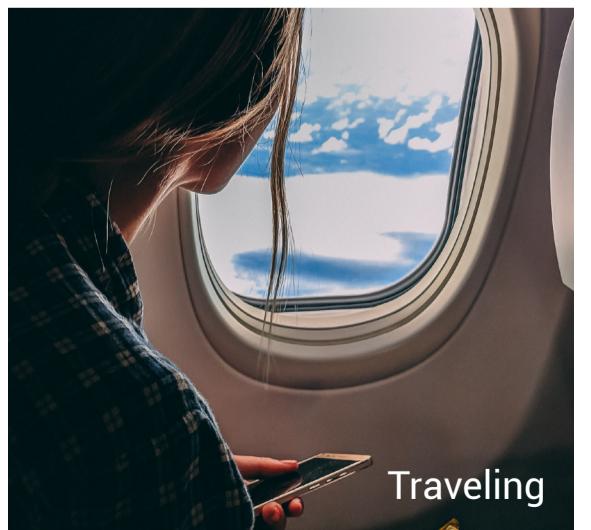
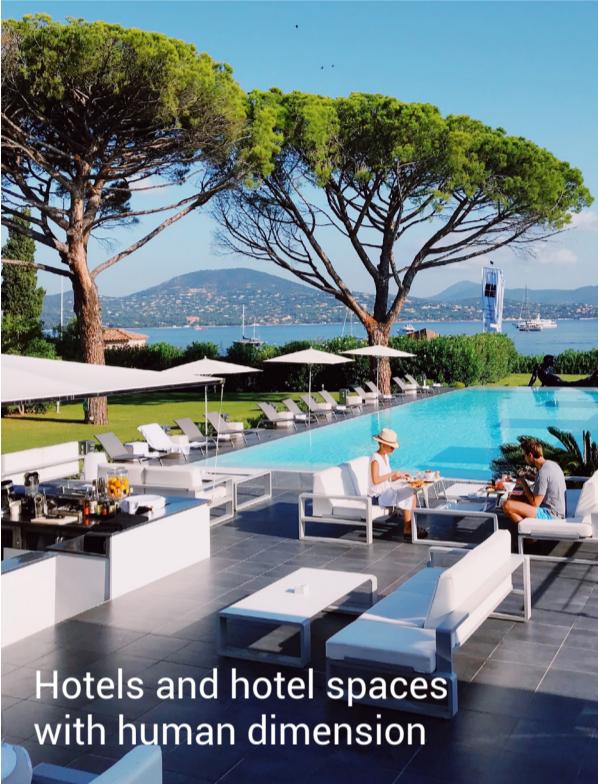
## Catch our Spirit



LATO BOLD  
Roboto Bold  
Roboto Regular



Con-X  
by TravelgateX



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