

# QUICK BRAND GUIDE



## FORMATS & VARIATIONS



Use „room.com plus tagline“ whenever possible.  
Minimum size is **200px** or **50mm**.



Use „room.com“, if the tagline is not clearly legible.



In exceptional cases, either only the word or the picture trademark may be used.



All variations can be used monochrome, if the background bears enough contrast.

## EXCLUSION ZONE



The logo has an exclusion zone of either half a hexagon for the word/picture trademark or half an „o“ for the word trademark.

## MIN/MAX SIZE



Biggest logo size is twice the height of a headline.  
Smallest logo size is half the height of a headline.  
You must not use logos smaller than 200 x 69 px.

## COLORS

TURQUOISE	MUSTARD-YELLOW
HEX_00AEB3	HEX_EDA315
RGB_0-174-179	RGB_237-163-21
CMYK_75-0-30-0	CMYK_5-40-95-0
GRAPHITE	RGB_42-49-62
HEX_2A313E	CMYK_85-75-55-55
TURQUOISE_2	TURQUOISE_3
HEX_00979C	HEX_007b7e
RGB_0-151-156	RGB_0-123-126
CMYK_100-0-40-0	CMYK_100-10-40-20

## TYPOGRAPHY

### DELIVER DIGITAL EXPERIENCES

Raleway Black Uppercase: Headlines, Captions, Buttons, Slogans

### USECASES

### SUCCESSFUL PROJECTS

Combine Raleway Black & Light Uppercase: Headlines and Subheads for Presentations

room is an international company with several locations in Germany and the USA.

Raleway Regular: Body Copy

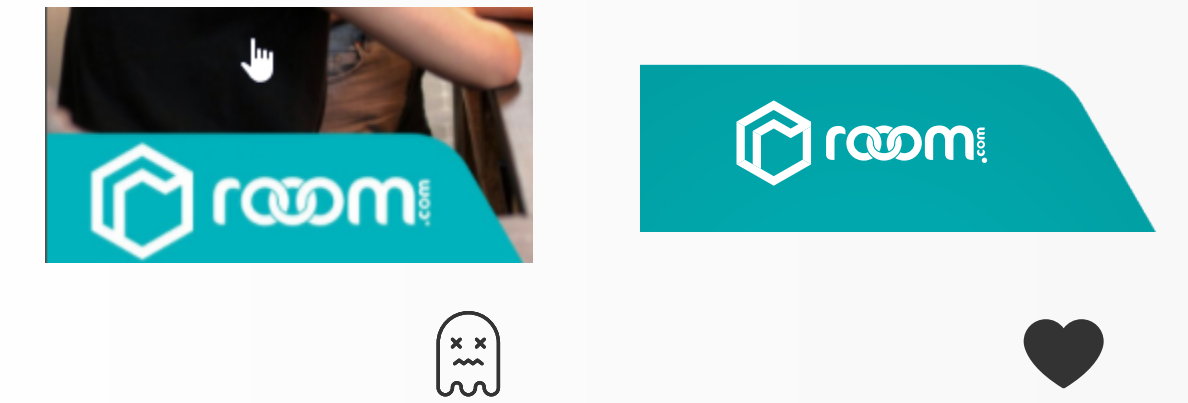
## DO'S & DON'TS



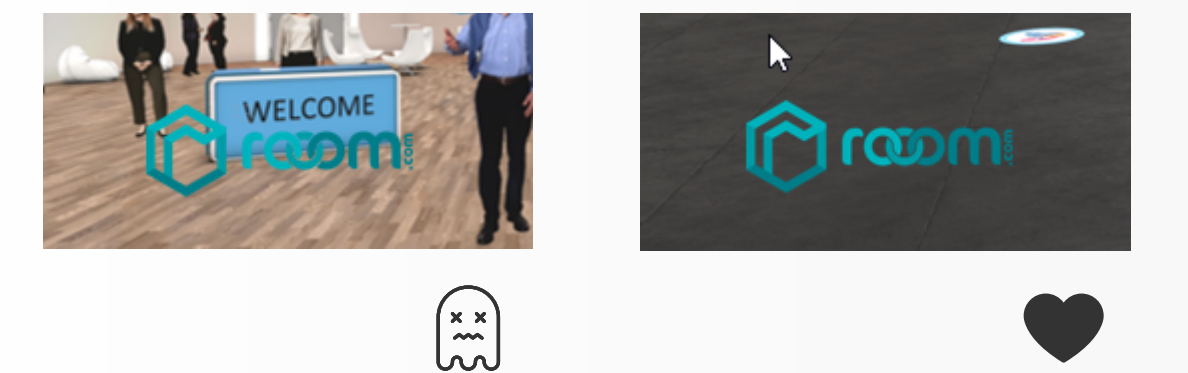
The logo must be used in corporate colors or monochrome white



Never rotate the logo



Always respect the exclusion zone of the trademark, when put in shapes or on backgrounds



The logo must not be placed on unsteady backgrounds.  
Make sure pictures in the background bare enough contrast.