

Brand Guidelines

Brand guidelines, brand applications and best practices.




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Dohop is where innovation meets the aviation industry, where valuable partnerships are created in an ever-changing digital world, and where travel is simple, accessible, and seamless.

Brand values - to be further defined within the team

When you interact with Dohop you can expect:

Sincerity.

Honest, fair and wholesome.

We do not shy away from telling things as they are, we are transparent while having the customer's well-being at heart first and foremost. We are down to earth, relatable and fun to work with.

Excitement.

Daring, spirited and up-to-date.

We are sincerely excited about what we do, we trust that we have the power to change the industry and we act like it. Not only do we show excitement but we do our best to instil it in our partners and customers.

Competence.

Reliable, receptive and attentive to details.

We are knowledgeable and experienced and we strive to always bring that knowledge and experience to our customers and apply it to their own specific needs. We are always prepared and good at anticipating needs.

Friendliness.

Open, inviting and warm.

When you meet a Dohop team member you meet a friend. We are curious and open to ideas, we have opinions and we love discussing and learning new things.

Tone of voice

When you speak on behalf of Dohop, keep our brand values in mind. Speak directly to your audience in a natural and friendly way, without using artifice. We are simply people speaking to other people. We are humble and down-to-earth.

Helpful, authentic and friendly

We keep it real. We listen, we ask how we can help, and we follow through. We are honest, direct, and understanding. We are empathic and give people the respect that they deserve. We do not speak like robots, we are not cold, distant, we are not extra formal, and we do not use the passive voice.

We distinguish ourselves from other technology providers in the industry by using language that makes communication feel easy, pleasant, and not restraining. By keeping our values in mind and being thoughtful when we use language, we help create a better connection between Dohop and those we interact with.

Tone of voice tips

Strive for active voice instead of passive. Here's how:

Yes: You will find the best flight connection for your travels on Dohop.

No: The best flight connections can be found on Dohop.

Use positive communications instead of negative. Here's how:

Yes: Use Dohop Guarantee for a stress-free flight to Milan.

No: Use Dohop Guarantee if you don't want to worry about flight delays and cancellations.

Keep the adverbs to yourself. Skip the “very, really, basically”. Here's how:

Yes: An innovative way to create 2.0 airline partnerships.

No: A very good way to create 2.0 airline partnerships



Book



Pack



Fly



Have Fun!

DOHOP

Backgrounds

The Dohop logo, pictured top left, is our primary logo, and you should only use it with Black, White, and Ocean blue colors. For any other background you should use a monochrome logo.



Exclusion zone and minimum size

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements, that might conflict or overcrowd and lessen the impact of the mark



Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. The Dohop logo should never be smaller than 35px in digital or 20mm in print



Logo Misuses

In life, there are no rules.

Except for when it comes to our logo.

Do not change or interchange the colors of the logo

NOPE



Do not change our icons order.

NOPE



Do not distort or wrap our logo in any way

NOPE



Do not change the typeface.

NOPE



Do not rotate the logo.

NOPE



Do not place the logo over busy photographic backgrounds

NOPE



The purpose of our icons is to help us communicate quickly and effectively across all touchpoints. They can be used to communicate our product offerings and features, complement marketing messages, and visually contribute to presentations. The existing icons are diverse and widely meant to fit any communication. Each icon has an outline and a fill version. In the chance that none of the existing icons fit with your needs, contact tanya@dohop.com.

Container



20 x 20 grid

Filled



20 x 20 grid

Linear



20 x 20 grid

Colors

Sunburn

RGB

255/83/38

CMYK

0/67/85/0

PANTONE

PMS 171 C

HEX

#FF5326

Sun

RGB

255/188/0

CMYK

0/28/100/0

PANTONE

7549 XGC

HEX

#FDBB00

Sky

RGB

0/210/255

CMYK

69/0/13/0

PANTONE

PMS 311 C

HEX

#00D2FF

Grass

RGB

80/217/175

CMYK

43/0/26/0

PANTONE

PMS 3385 C

HEX

#50D9AF

Ocean

RGB

0/0/94

CMYK

100/100/6/57

PANTONE

PMS 2766 C

HEX

#00005E

Neutrals

RGB

79/79/79

CMYK

65/57/57/35

PANTONE

PMS 7540 C

HEX

#4F4F4F

MONTERRAT

CREATED BY JULIETA ULANOVSKY

Montserrat is a geometric sans-serif typeface of bold and thin type. Simple and easy to read.

Aa Áá Bb Dd Đđ Ee Éé Ff Gg Hh Ii Íí
Jj Kk Ll Mm Nn Oo Óó Pp Rr Ss Tt Uu
Úú Vv Xx Yy Ýý Þþ Ææ Öö 0123456789

Thin

Quick fox jumps nightly above wizard.

Light

Quick fox jumps nightly above wizard.

Medium

Quick fox jumps nightly above wizard.

Semi Bold

Quick fox jumps nightly above wizard.

Bold

Quick fox jumps nightly above wizard.

Extra Bold

Quick fox jumps nightly above wizard.

Black

Quick fox jumps nightly above wizard.

Headline
Semi-Bold
Subhead
Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

Regular

Headline

Headline

Headline

Headline

Headline
Medium
Subhead
Thin

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Light

Headline

Headline

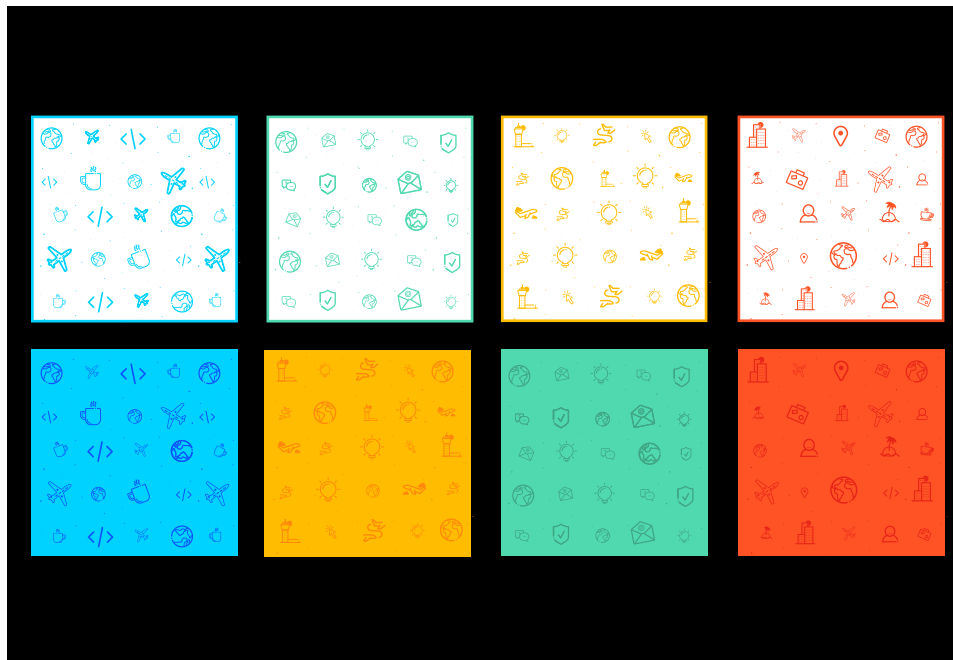
Headline

Headline

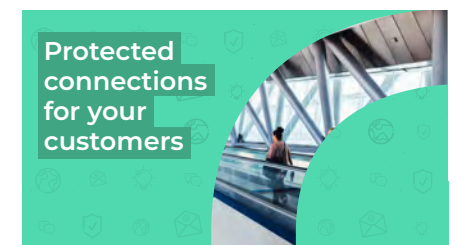
Patterns

Patterns are only to be used as backgrounds. They will look great both on print and digital assets and can have both text and graphics layered on.

When creating new pattern background, make sure that you stick to the icons available on Page 10



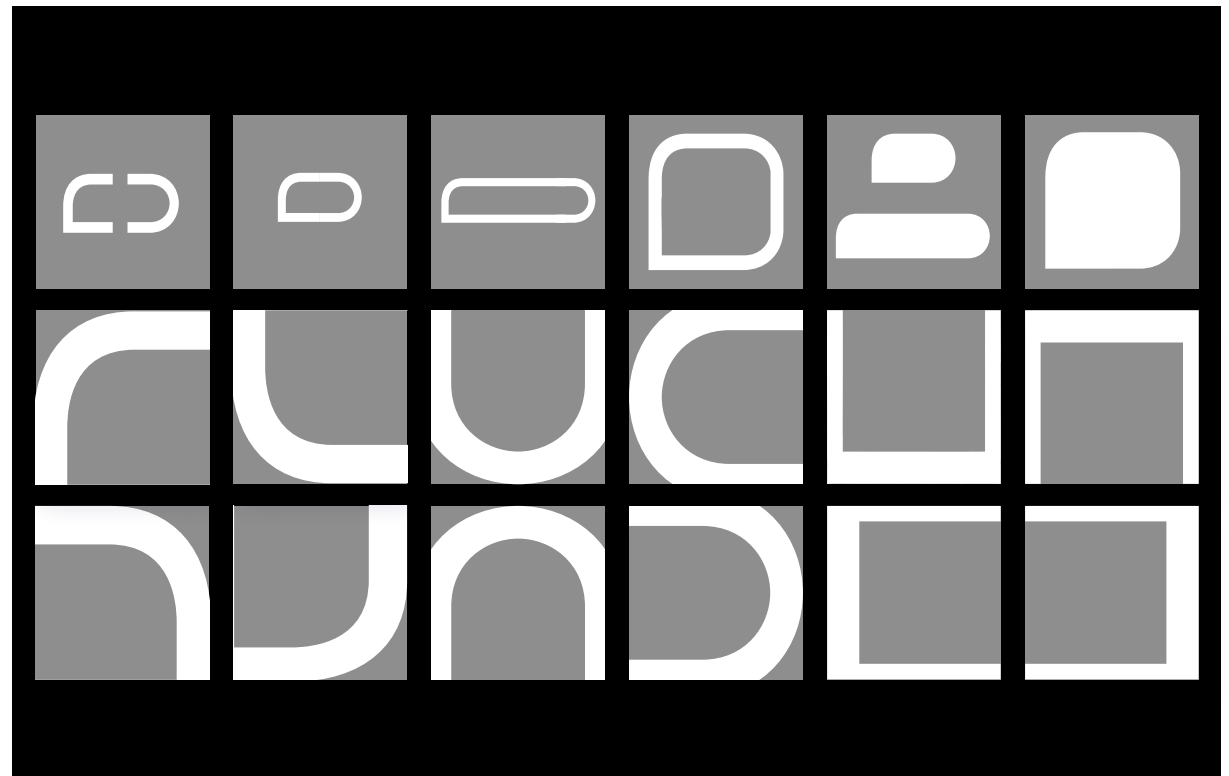
Icons - 26% Opacity



Design Elements

Although our different products use different primary & secondary colors, and the imagery also fits each offering, we keep a unified look by using the same design elements. These design elements have been created based on our logo and allow for creativity in uniformity. Use the components to create CTA buttons or speech bubbles, apply them to stock imagery or incorporate them in animations.

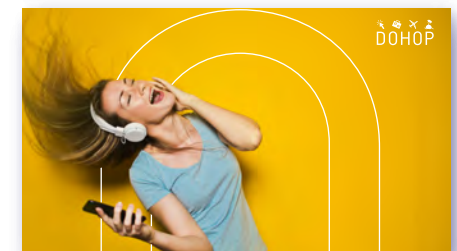
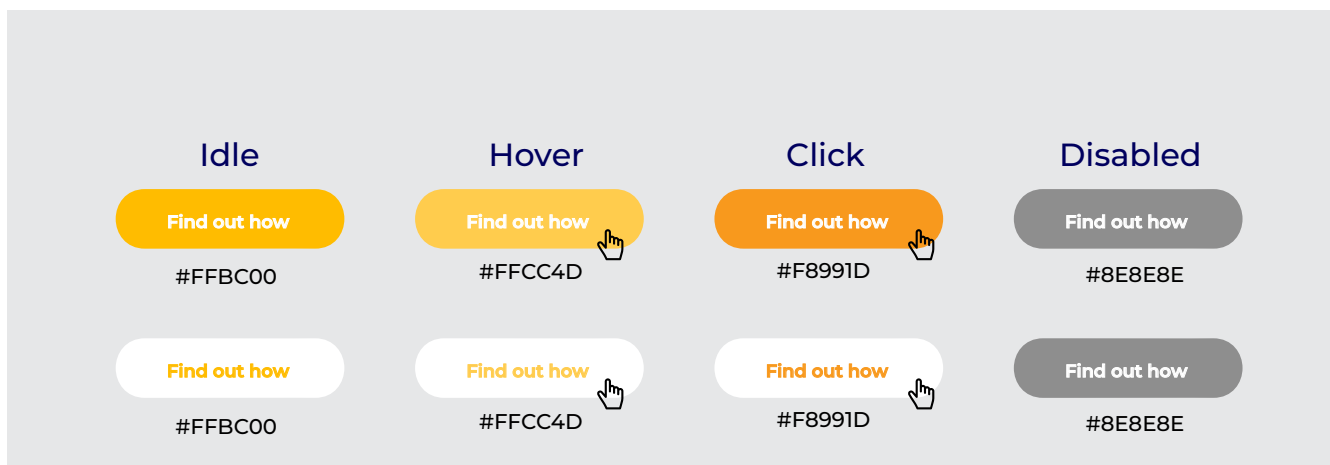
The design elements are meant to allow us to keep our playful identity. The use of color depends on the communication, and mainly, the product that they are communicating.



Design Elements

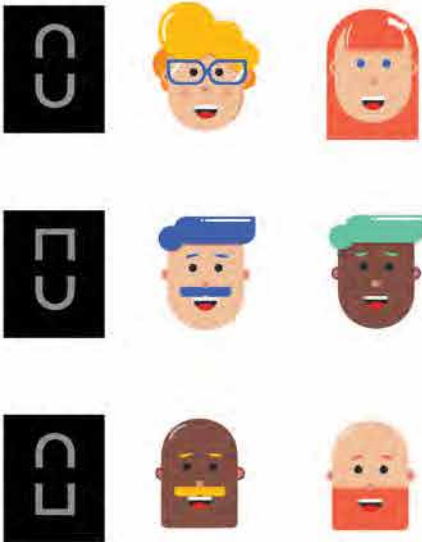
Buttons

Standard measurements of Dohop buttons are 40px high

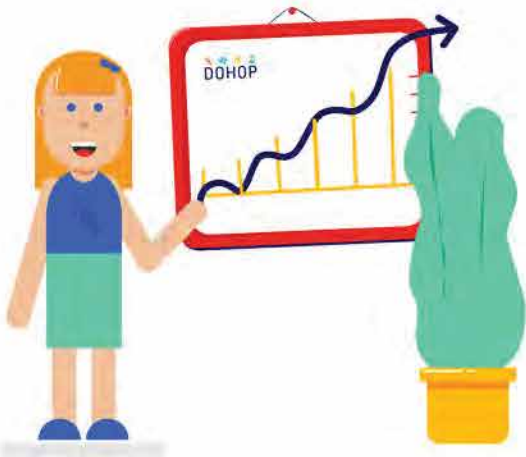
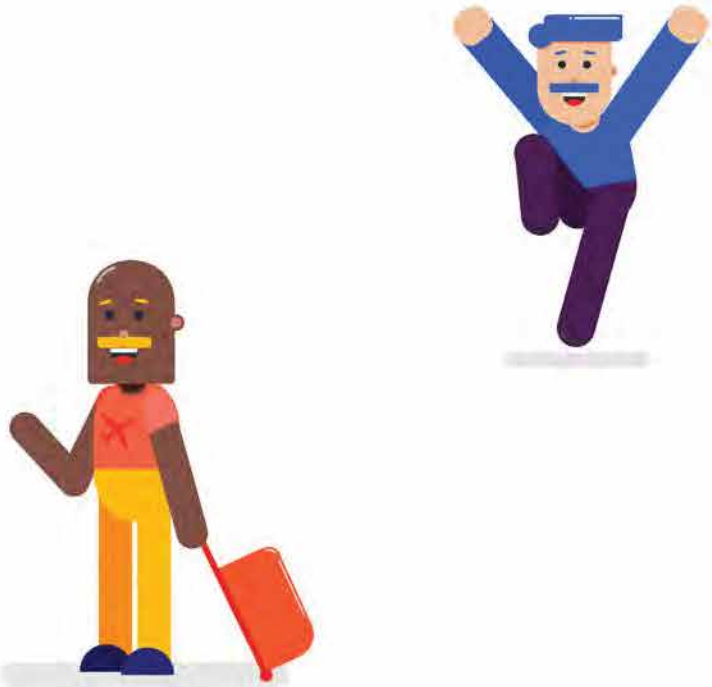
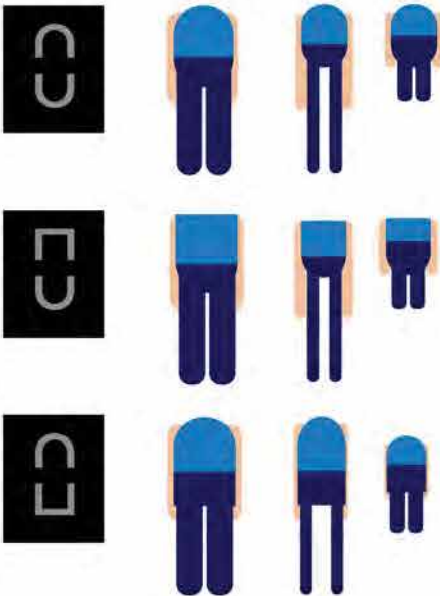


Illustrations

Heads
(Examples)



Bodies
(Examples)

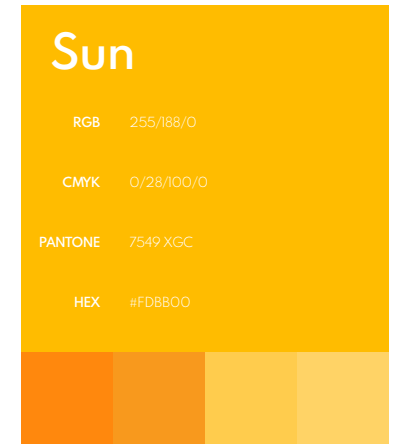
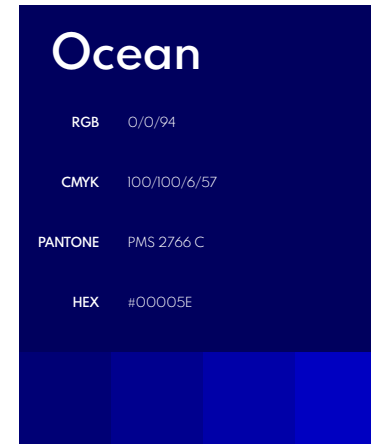
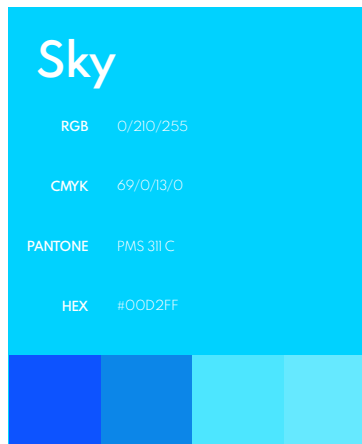


**We develop
innovative solutions
to help airlines
expand their network
and increase revenue
through simple and
efficient interline
partnerships.**

Colors

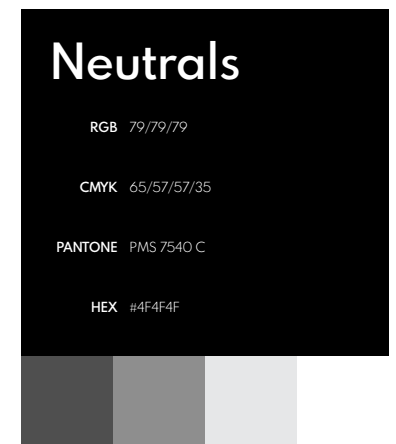
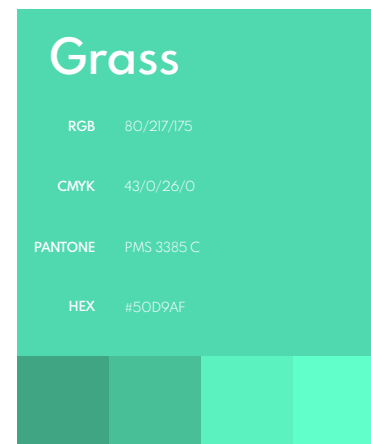
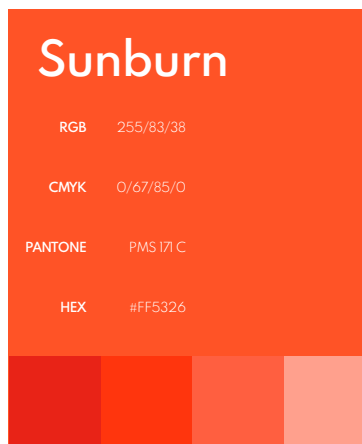
Primary colors

These three colors are your best friends when you communicate Dohop's technology offering



Secondary colors

Our secondary colors should be used sparingly



Photography



Planes



Airports

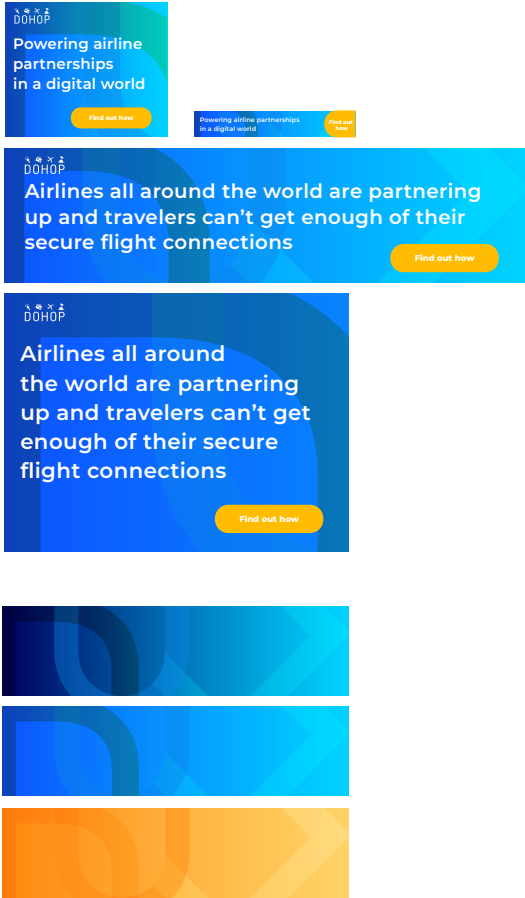
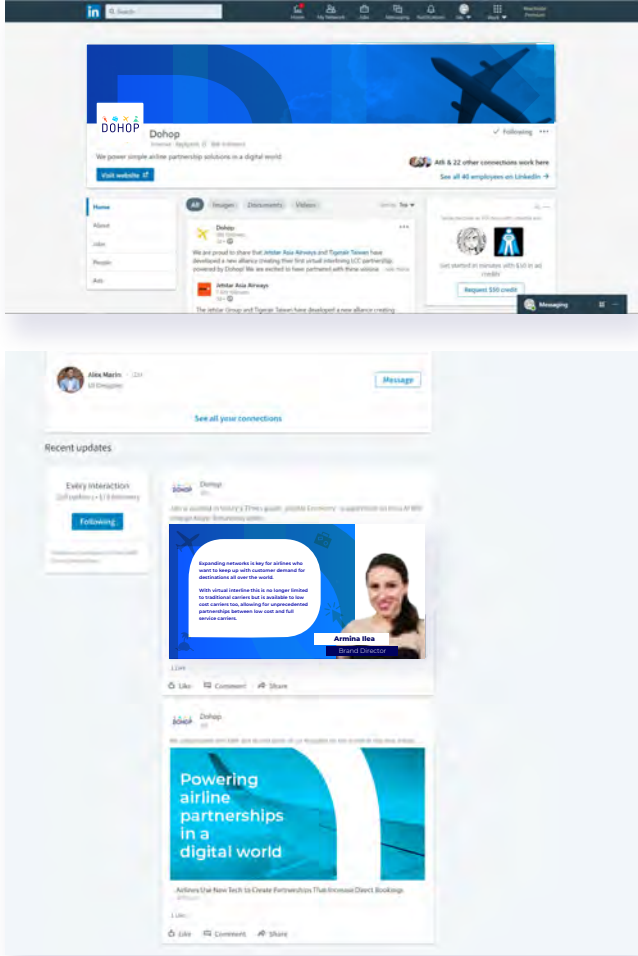


Travel



Partnership

Advertising



Print Materials

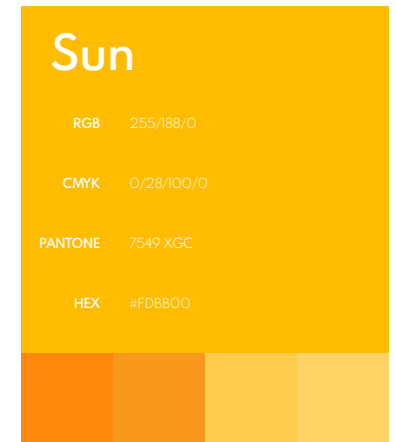
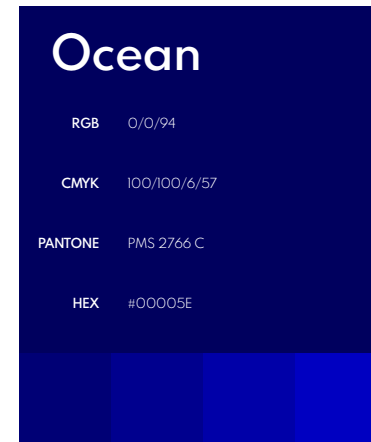


We encourage people to always be looking for their next adventure and remember to choose the path less travelled. We do this by providing them with simple solutions, affordable travel choices, and unlimited inspiration.

Colors

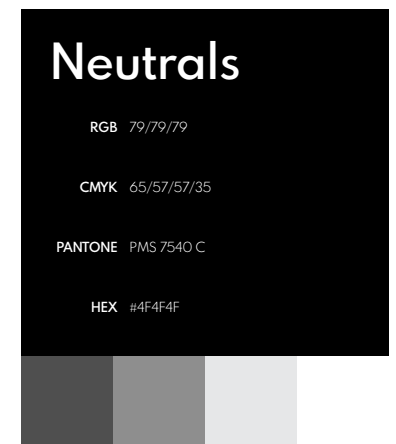
Primary colors

These three colors are your best friends when you communicate Dohop to travellers



Secondary colors

Our secondary colors should be used sparingly



Photography



Attractions



Experiences

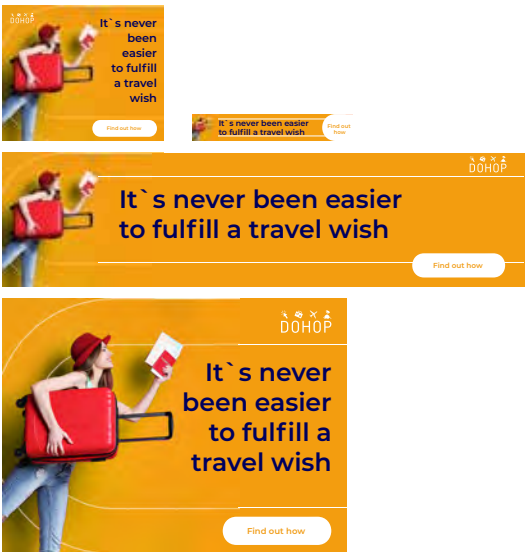
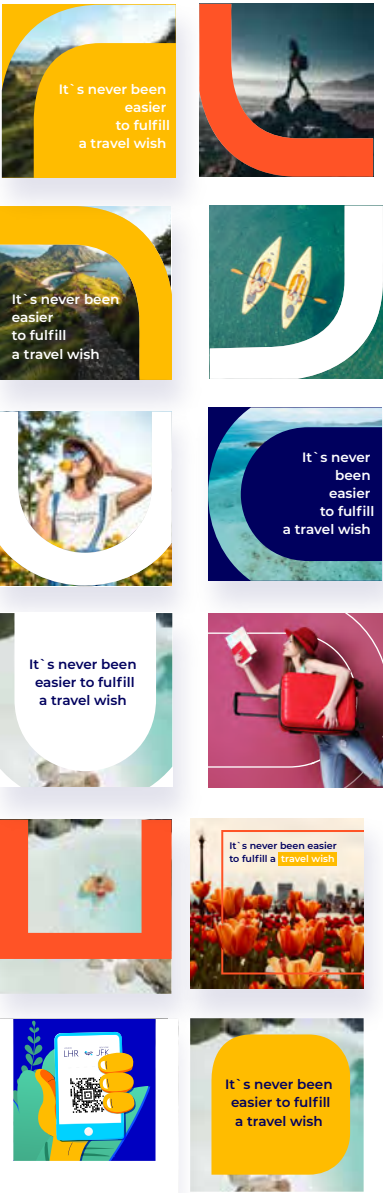


Destinations



Family fun

Advertising



Print Materials



**We make travel
worry-free.**

**We strive to offer
honest customer
service with personal
care for each
individual.**


Colors

Primary colors

These three colors are your best friends when you communicate our Dohop's Connect offering

Grass

RGB	80/217/175
CMYK	43/0/26/0
PANTONE	PMS 3385 C
HEX	#50D9AF




Ocean

RGB	0/0/94
CMYK	100/100/6/57
PANTONE	PMS 2766 C
HEX	#00005E



Sun

RGB	255/188/0
CMYK	0/28/100/0
PANTONE	7549 XGC
HEX	#FDBB00




Secondary colors

Our secondary colors should be used sparingly

Sunburn

RGB	255/83/38
CMYK	0/67/85/0
PANTONE	PMS 171 C
HEX	#FF5326



Sky

RGB	0/210/255
CMYK	69/0/13/0
PANTONE	PMS 311 C
HEX	#00D2FF



Neutrals

RGB	79/79/79
CMYK	65/57/57/35
PANTONE	PMS 7540 C
HEX	#4F4F4F



Photography



Customer Service



People in airport



Destinations



Team