



— BRAND
GUIDELINES



 OVERVIEW

Roomza is determined to make waves

Roomza, Inc. is a company on a mission to radically improve the hotel experience for workers and consumers alike.

Founded by Curtis Crimmins and Samantha Spring, Roomza is headquartered in New York City with offices in Seattle, Washington. Experience Roomza at one of our locations.



C O N T E N T

- 01. Our Mission
- 02. Our Target Audience
- 03. Logo and Usage
- 04. Color Palettes
- 05. Typography
- 06. Tone of Voice
- 07. Mood board

MISSION

Better hotel stays start with better hotel jobs

There's no secret behind Roomza's world class personalized service. It is delivered daily by our hard working Hosts, who are compensated with industry leading wages while earning complimentary benefits, time off, and fun perks!



T A R G E T A U D I E N C E

Roomza Hotels targets 20-42-year-olds, who are often premium travelers with airlines or hotel chains but are frustrated with their current experiences and hesitant to try STR platforms like Airbnb. Understanding the significance of personalization, Roomza caters to individual preferences and needs through tailored in-room offerings. This includes options like a Koran and Halal minibar, a satin sleep bonnet, standard Dyson hair dryers, or a Theragun to enhance their stay, ensuring each guest feels uniquely valued and catered to.

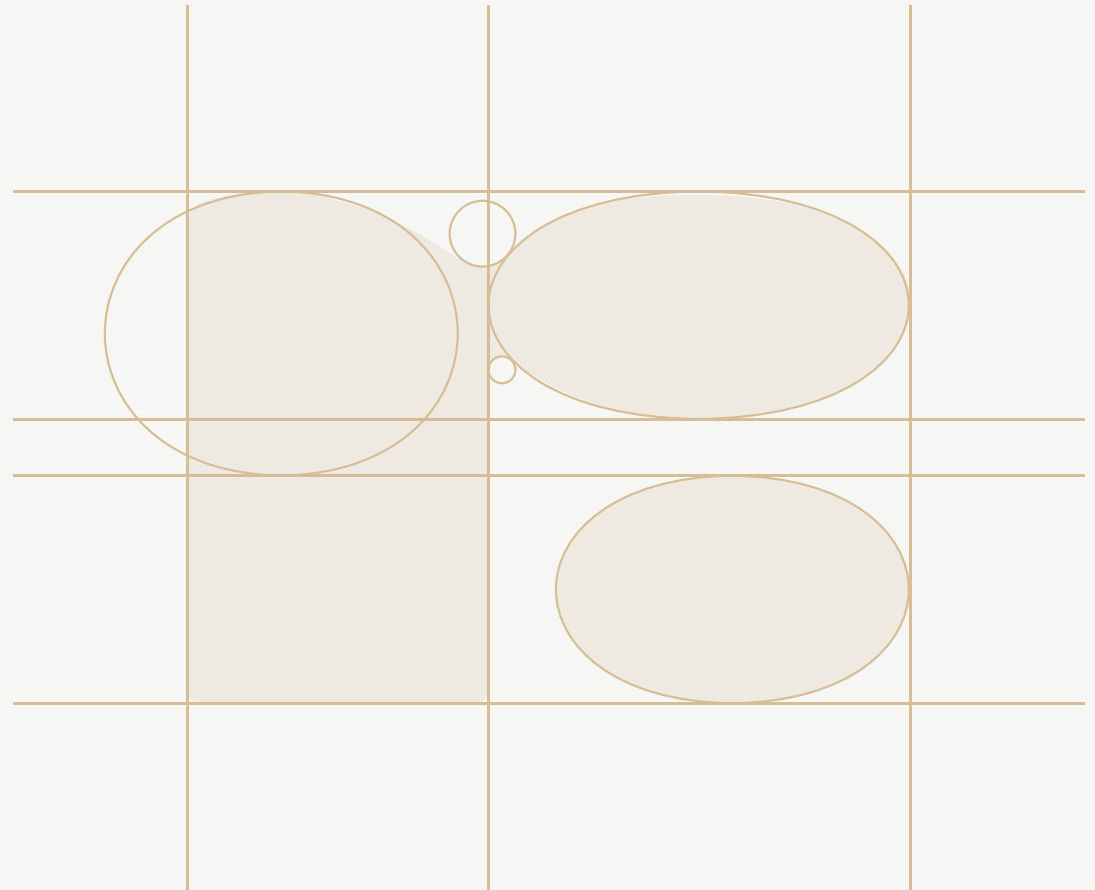




— LOGO AND USAGE

GRID STRUCTURE

Logo grid is a Design Ordering System tool created by using shapes to create geometric harmony in a logo or helpful to understand the construction for the reconstruction of the logo.



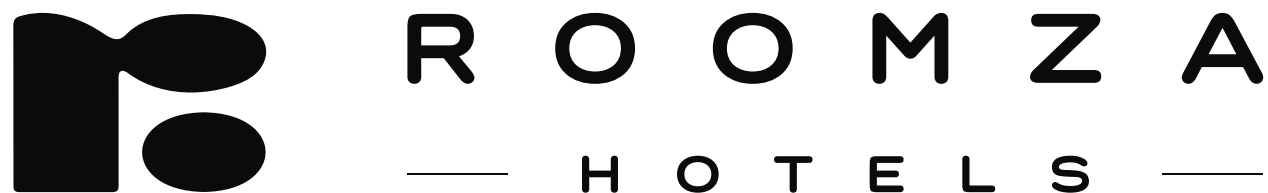


LOGO WHITE SPACE

To ensure legibility and prominence, the logo should be surrounded by an area of clear space which remains free of other design elements, such as other logos or patterns.









COLOR PALETTES

BRAND COLORS

Modern design is mostly associated with white and black, but it is no stranger to color either. Following the Art Deco period, modern design represented a break with traditional and exotic colors (like blue, white, black and gold) to embrace saturated primary colors.

BLUE ZODIAC

HEX: 102039
RGB: 16 - 32 - 57

PEARL

HEX: F7F6F5
RGB: 247 - 246 - 245

TAN

HEX: D7BE96
RGB: 215 - 190 - 150

SOFT ZODIAC

HEX: 21385B
RGB: 33 - 56 - 91



TINTS & SHADES

In color theory, a tint is a mixture of a color with white, which increases lightness, while a shade is a mixture with black, which increases darkness. Both processes affect the resulting color mixture's relative saturation.

A tone is produced either by mixing a color with gray, or by both tinting and shading.



— FONTS PAIRING

LAWYER GOTHIC

HEADING FONT

TYPOGRAPHY

A sans serif font is, as the name implies, a font without serifs. In typographic terms, serifs are the small strokes or extensions at the end of a longer stroke, such as the leg of a "K" or "R." There are several styles of sans serif fonts, including geometric sans serifs like Futura, humanist sans serifs like Frutiger, grotesque sans serifs like Franklin Gothic, and neo-grotesque sans serifs like Helvetica. Sans serif fonts are popular with brands.

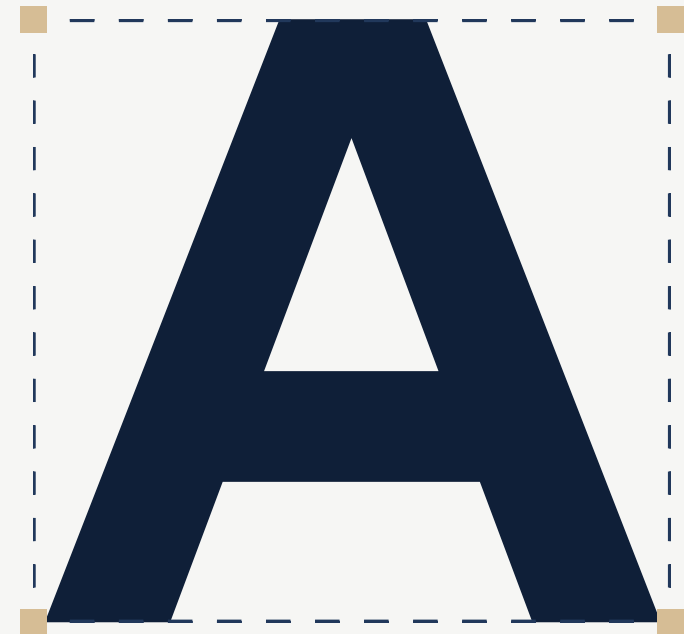


M A R K P R O

B O D Y T E X T F O N T

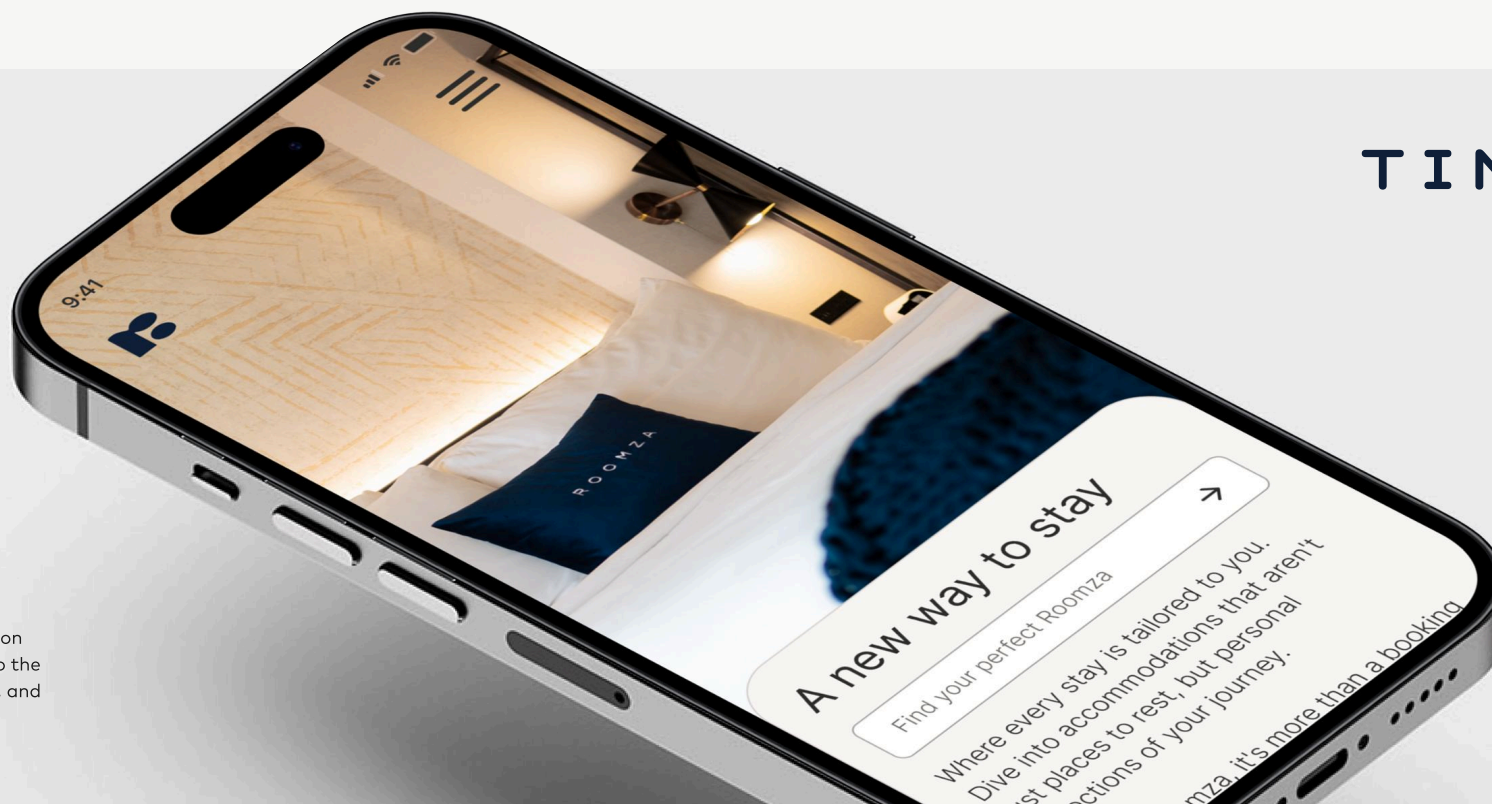
T Y P O G R A P H Y

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TONE OF VOICE



TIMELY

Tone of voice is the way a person speaks to someone. It refers to the choice of words, volume, pitch, and speed of the message,

BOLD

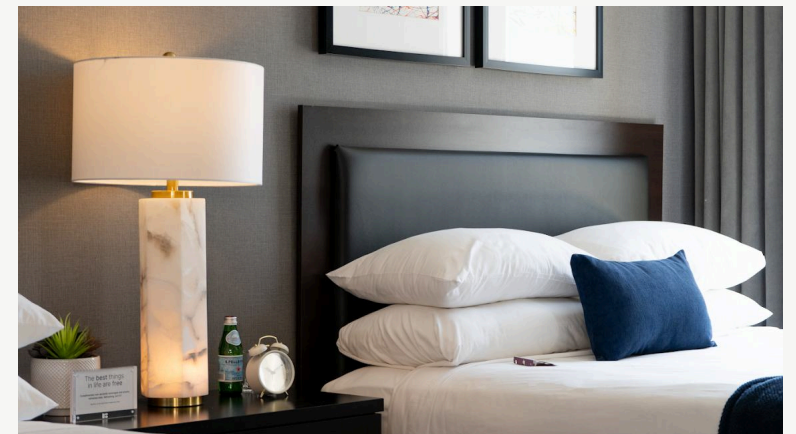




— TRUSTWORTHY



MOOD BOARD









CONTACT



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