

# Brand Guidelines

# Logo basics

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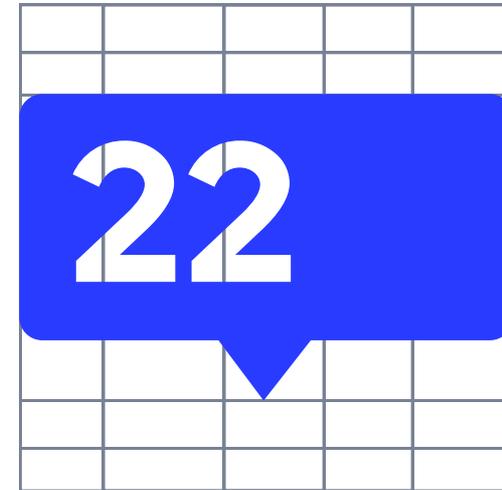
# The pin

The new Stay22 logo follows a product-first brand philosophy.  
The pin is a symbol of the location-based advantage.

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The map pin

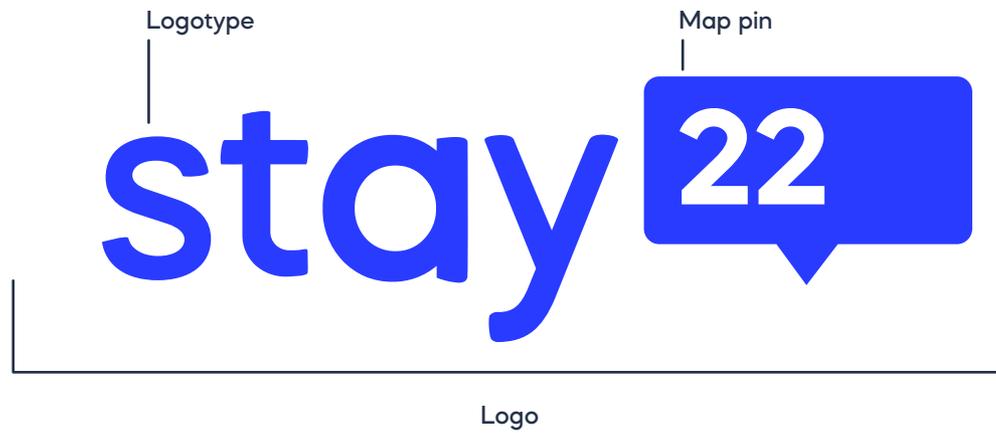


The map pin, inside a grid

# The logo

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The new Stay22 logo follows a product-first brand philosophy.  
The pin is a symbol of the location-based advantage.



## Logo construction

The map pin and the logotype have very specific placement relationships within each logo. The alignments create a solid lockup and allow for other graphic elements to align with them.

Knowing these special relationships is critical for maintaining consistency across the brand.



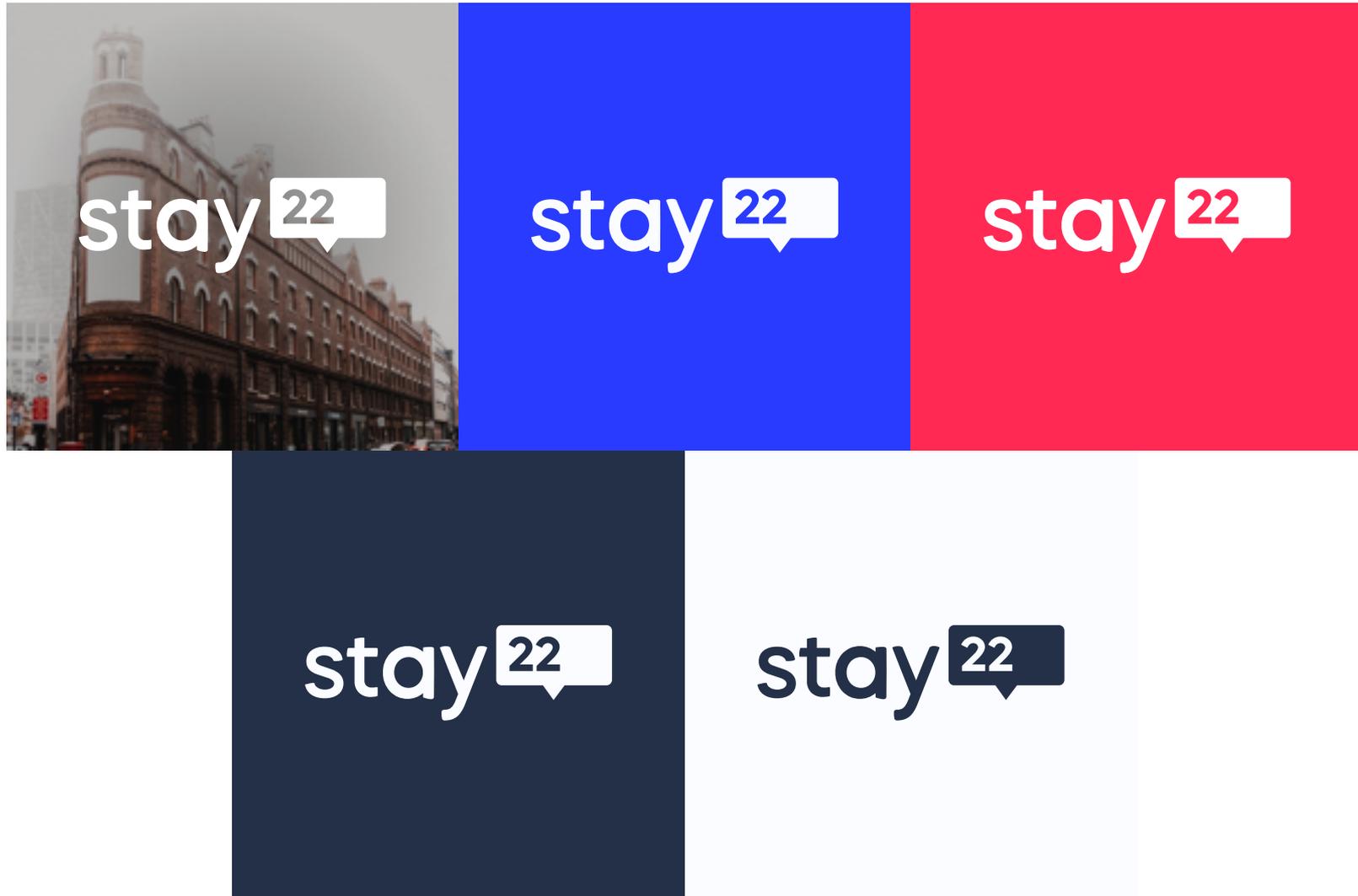
## Logo use in different backgrounds

The map pin and the logotype have very specific placement relationships within each logo.



## Single color use

The map pin and the logotype have very specific placement relationships within each logo.



# Logo clear space

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The new Stay22 logo follows a product-first brand philosophy.  
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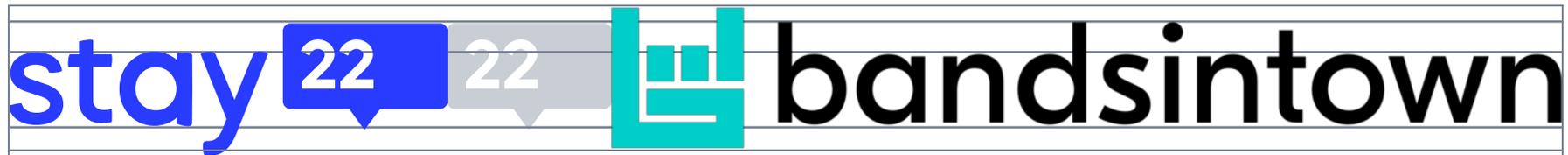


# Logo alignment

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The new Stay22 logo follows a product-first brand philosophy.  
The pin is a symbol of the location-based advantage.

Clear space equals the width of one map pin



Partner logos are aligned  
to the baseline of the logotype

# Logo misuse

The new Stay22 logo follows a product-first brand philosophy. The pin is a symbol of the location-based advantage.

Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadows or any other effect



Do not shuffle around colors on the logo



Do not recreate using any other typeface



Do not use different colors



Do not outline the logotype



Do not change the size or orientation of the map pin and logotype in relation to each other.



Do not rotate any part of the logo

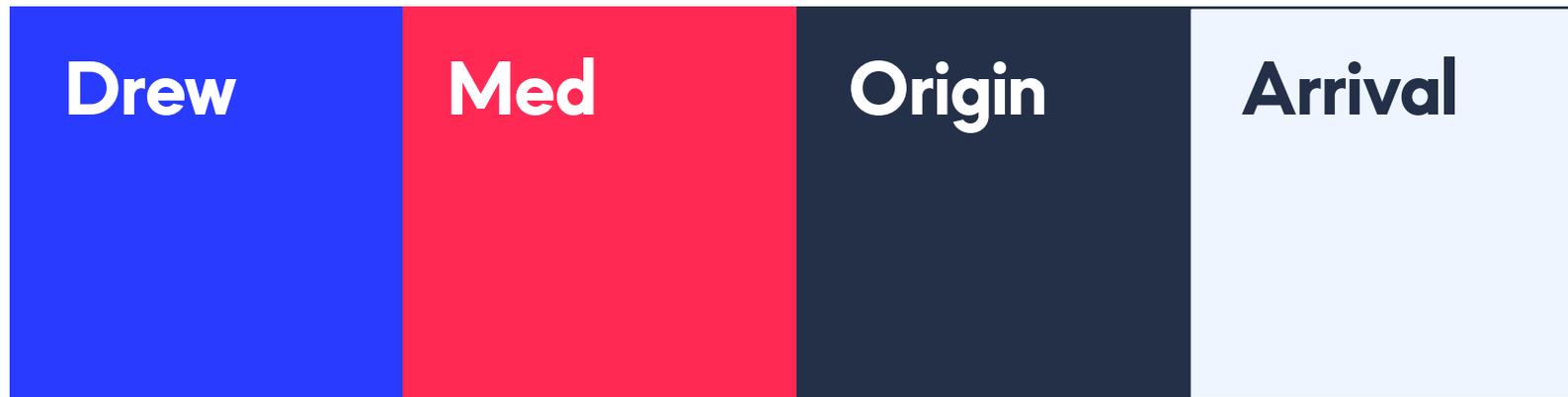


Colors



## Our palette

The map pin and the logotype have very specific placement relationships within each logo.



HEX: #293BFF

HEX: #FF2954

HEX: #243047

HEX: #243047

For graphics and illustrations, use shades of these colors.

# Typography

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Mazzard  
Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Mazzard  
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Mazzard  
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Merryweather  
Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Merryweather  
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Merryweather  
Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Proxima Nova  
Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Proxima Nova  
Semi-Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Proxima Nova  
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Example

The map pin and the logotype have very specific placement relationships within each logo.

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# Improving accommodation for travelers

Stay22 announced the launch of a new feature that makes it easier for travelers to find a place to stay. The new feature will make it simpler for travelers worldwide to find a place to stay near their destination.

Illustrations



## Visual brand

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The map pin and the logotype have very specific placement relationships within each logo.

Thank you

stay 