

BRAND GUIDELINES

TRUSTYOU 



OUR MISSION

We help companies make better decisions, earn trust, and ultimately win, through the power to listen to feedback.

TrustYou is an independent provider of hotel reputation scores and reviews. Every week TrustYou processes millions of verified reviews from across the web and computes objective ratings and scores that power hundreds of travel sites across the globe.



OUR SLOGAN

THE POWER TO LISTEN

LOGO FULL VERSION

Full version wordmark of TrustYou containing our three speech bubbles is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

It's an essential part of our branding, representing our loyalty, innovation and the power to listen.

TRUSTYOU

Primary option. Colourful logo.

This coloured version of full logo is a primary logo choice.

TRUSTYOU

Secondary option. White logo.

Proceed to this option when you aren't able to use the colourful logo.

LOGO ICON

Our 'three speech bubble' logo icon symbolises with its color and design the trust, communication, reviews and loyalty to our clients and industry.

TrustYou Main Icon

Strengthening brand presence as a design, ad and marketing element of TrustYou's branding, and guide in our products (UI).



Option A. Color version.



Option B. White version.

Icon for widgets, social media, mobile apps and favicons



LOGO MISUSE

How to treat TrustYou logo to avoid its misuse.

Applies to all TrustYou logos and icons.

Do not tilt, manipulate, change or adjust the logo design.



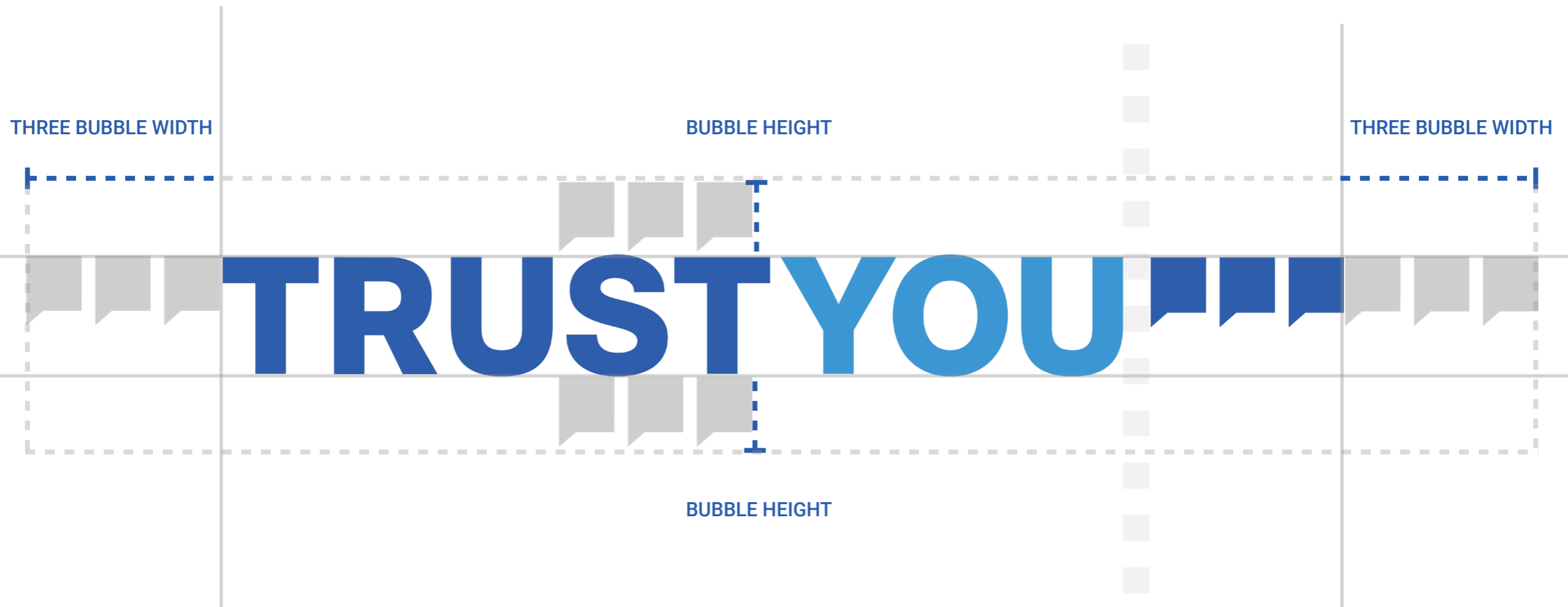
Logos can be placed on backgrounds and patterns, but must be entirely readable.



Do not type the logo on any other fonts or on your own.



LOGO CLEARSPACE



SUMMARY

1. Clearspace around the logo is equal to the width of three bubbles on the sides and bubbles height above and below the logo.
2. Our logo is designed to scale to small sizes on print and screen.
Smallest size: 18 pixels wide/0.25 inches wide/0.635 cm wide.

COLOR PALETTE

Our primary colors take advantage of our existing strong—and globally positive—association with light and dark blue, warmed up with orange. Secondary colors let our primary colors to work for us while letting us embrace a lighter 'warmer' feel.

PRIMARY BRANDING COLORS

TrustYou primary brand colors are Light Blue, Dark Blue and Orange. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

Light Blue

HEX: #3498DB
RGB: 52, 152, 219
CMYK: 76, 31, 0, 14

Dark Blue

HEX: #2A5CAA
RGB: 42, 92, 170
CMYK: 75, 46, 0, 33

Orange

HEX: #FAA726
RGB: 255, 167, 38
CMYK: 0, 33, 85, 2

SECONDARY BRANDING COLORS

Secondary color are here to accompany and support the primary branding colors in details, design elements, icons and marketing materials.

Teal

HEX: #1F8993
RGB: 31, 137, 147
CMYK: 79, 7, 0, 42

Yellow

HEX: #FBC604
RGB: 251, 198, 4
CMYK: 0, 21, 98, 2

COLOR PALETTE

ADDITIONAL BRAND COLORS FOR FONTS

Fonts can be in Primary branding colors (Light Blue, Dark Blue, Orange) or Dark Grey and White.

Dark Grey font

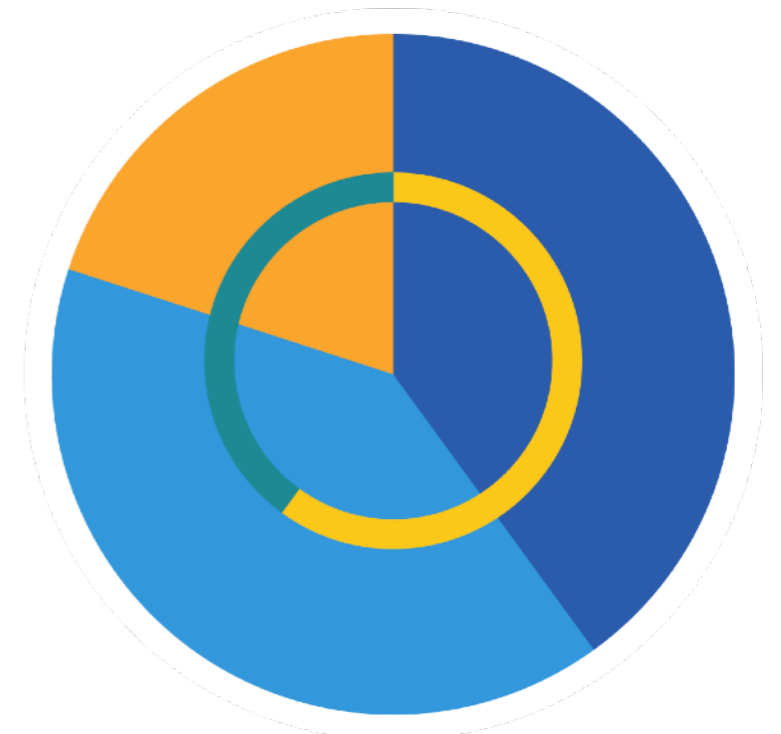
HEX: #424242
RGB: 66, 66, 66
CMYK: 0, 0, 0, 74

White font

HEX: #ffffff
RGB: 255, 255, 255,
CMYK: 0, 0, 0, 0

SUMMARY

1. Embrace the primary colors.
2. A little teal and yellow goes a long way in details, imaginary and icons.
3. Bring in colors through imaginary and visuals.
4. Combine colors in contrast - see palette wheel.



TYPOGRAPHY

USE: Roboto is the official font representing TrustYou. Roboto font family contains five styles you can choose from: Thin, Light, Regular, Medium, Bold, Black and Italic.

Do not mix more than font two styles in one design.

Roboto Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtWwXxYyZz 1234567890 (®©@!?!&%)

Roboto Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtWwXxYyZz 1234567890 (®©@!?!&%)

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtWwXxYyZz 1234567890 (®©@!?!&%)

Roboto Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtWwXxYyZz 1234567890 (®©@!?!&%)

Roboto Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtWwXxYyZz 1234567890 (®©@!?!&%)

Roboto Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtWwXxYyZz 1234567890 (®©@!?!&%)