BRAND KIT

bedsKey brand kit

> **In short:** this is the official source of bedsKey logos, colours, fonts, favicons and social media images, with the rules for using them. Partners, customers, journalists and designers can download any file below, or everything at once in one ZIP. The bedsKey name and logo belong to Innovate Solution; use them to refer to bedsKey, unchanged.

Updated 13 November 2026 · bedsKey team

BRAND GUIDELINES

Brand overview

bedsKey is a cloud hotel property management system made by Innovate Solution. It runs reservations, the front desk, billing, night audit, housekeeping, the channel manager, the booking engine and the hotel website for independent hotels, resorts, hostels, guest houses and serviced apartments.



The identity is built to feel **dependable, clear and hospitable**: a deep navy for trust and calm, a warm gold for hospitality and the moment a guest receives the key, and generous ivory space so information stays easy to read.

The mark joins a bed (pillow, mattress and a folded gold blanket) with a room key whose gold bit carries a small roofline. Together they say what bedsKey does: it looks after every bed and every key in the property.

The name is always written **bedsKey**: one word, lowercase b, capital K. Not Bedskey, BedsKey, BEDSKEY or Beds Key. In web addresses it is lowercase: www.bedskey.com.

LOGO

Logo set

Four approved lockups. Use the primary horizontal logo wherever it fits; choose another only when the space demands it. All files are vector (SVG, PDF) or transparent PNG traced from the designer's masters, so they print and scale cleanly.



PRIMARY LOGO

Horizontal lockup

The default bedsKey logo for websites, headers, documents, email signatures and most partner placements.



SECONDARY LOGO

Vertical (stacked) lockup

For square and tall spaces: packaging, signage, merchandise, event badges and posters.



ICON

Brand mark only

For app icons, favicons, social media profile pictures and very small spaces where the name already appears nearby.



WORDMARK

Name only

For narrow horizontal spaces and co-branding lines where the icon would be too small to read.

LOGO

Colour versions

Every lockup comes in six colour versions. Pick by background, not by taste: full colour on light, reversed on dark, one-colour versions only when the medium allows a single ink.



Full colour

Navy and gold. Default on white, ivory and light backgrounds.



Reversed

Cloud White and gold. Default on navy and dark backgrounds.



Mono navy

One colour: navy. On gold, or where only one ink is available.



Mono black

One colour: black. Fax, stamps, one-colour print and engraving.



Mono white

One colour: white. Embossing, single-colour dark prints, video overlays.



Mono gold

One colour: gold. Foil, premium print and merchandise on navy.

Clear space and minimum size

Clear space. Keep an empty margin of **X** on every side of the logo, where X is the height of the capital **K** in the wordmark (about half the height of the horizontal logo). No text, edge, image or other logo may enter that space.

For the icon on its own, the clear space is a quarter of the icon's width.

Minimum size. Below these sizes the key and the wordmark stop being legible.





Logo	Screen	Print
Primary (horizontal)	120 px wide	30 mm wide
Secondary (vertical)	72 px wide	20 mm wide
Wordmark	90 px wide	22 mm wide
Icon	16 px (favicon files only), otherwise 24 px	6 mm wide

LOGO

Approved and prohibited use



Do. Full colour on white or ivory.



Do. Reversed on bedsKey Navy.



Do. Mono navy on bedsKey Gold.



Do. Reversed on a dark, calm image area.



Don't. Do not stretch or squash the logo. Scale it proportionally.



Don't. Do not change the colours or swap navy and gold.



Don't. Do not rotate, tilt or skew the logo.



Don't. Do not add shadows, glows, outlines, gradients or 3D effects.



Don't. Do not place the full-colour logo on dark or busy backgrounds.



Don't. Do not move, resize or swap the icon and the wordmark.



Don't. Do not retype the name in another font next to the icon.



Don't. Do not crowd the logo: keep the clear space free.

COLOUR

Colour palette

Navy and gold carry the brand; Cloud White keeps the reversed logo crisp. Use gold as an accent, roughly one part gold to four parts navy, never as a large text colour on light backgrounds.

bedsKey Navy

HEX #1D293A
RGB 29, 41, 58
CMYK C50 M29 Y0 K77

Primary brand colour. Logo, headlines, dark backgrounds.

bedsKey Gold

HEX #D4AF36
RGB 212, 175, 54
CMYK C0 M17 Y75 K17

Accent. The "Key" in the wordmark, roof and key blade, highlights and calls to action.

Cloud White

HEX #FAFCFD
RGB 250, 252, 253
CMYK C1 M0 Y0 K1

Logo colour on dark backgrounds and the reversed lockup.

Supporting colours

Used across the website and product interface for backgrounds, text and states.

Ivory

HEX #FAF8F3
RGB 250, 248, 243
CMYK C0 M1 Y3 K2

Website page background and light tiles.

Sand

HEX #F2EEE3
RGB 242, 238, 227
CMYK C0 M2 Y6 K5

Alternate light section background.

Line

HEX #E6E1D6
RGB 230, 225, 214
CMYK C0 M2 Y7 K10

Borders and dividers on light backgrounds.

Ink

HEX #1F2A3C
RGB 31, 42, 60
CMYK C48 M30 Y0 K76

Website body text and UI navy.

Slate

HEX #3D4759
RGB 61, 71, 89
CMYK C31 M20 Y0 K65

Secondary text.

Muted

HEX #5A6272
RGB 90, 98, 114
CMYK C21 M14 Y0 K55

Captions and helper text.

Deep Gold

HEX #B8962A
RGB 184, 150, 42
CMYK C0 M18 Y77 K28

Gold hover and pressed states.

Gold Text

HEX #7A620F
RGB 122, 98, 15
CMYK C0 M20 Y88 K52

Gold-family text on light backgrounds (meets WCAG AA).

Navy Raised

HEX #26324A
RGB 38, 50, 74
CMYK C49 M32 Y0 K71

Cards and raised surfaces on navy.

Pale Blue-Grey

HEX #C9D0DC
RGB 201, 208, 220
CMYK C9 M5 Y0 K14

Secondary text on navy.

CMYK values are conversions for reference. Ask your printer for a proof before a large run.

Colour contrast

Text must meet WCAG 2.2 AA: 4.5:1 for body text, 3:1 for large text. Gold on ivory is for decoration and icons, not text; use Gold Text (#7A620F) when gold-coloured words are needed on a light background.

Sample	Combination	Contrast	WCAG use
Aa	bedsKey Navy on Cloud White	14.27:1	AAA
Aa	bedsKey Navy on Ivory	13.83:1	AAA
Aa	bedsKey Gold on bedsKey Navy	6.98:1	AA
Aa	bedsKey Navy on bedsKey Gold	6.98:1	AA
Aa	Gold Text on Ivory	5.52:1	AA
Aa	bedsKey Gold on Ivory	1.98:1	Decoration only
Aa	Pale Blue-Grey on bedsKey Navy	9.46:1	AAA
Aa	Muted on Ivory	5.78:1	AA

TYPOGRAPHY

Typography

Three free typefaces from the SIL Open Font License family. The wordmark uses Montserrat letterforms (light "beds", bold "Key") but is supplied as artwork: never retype it.

HEADINGS

Montserrat

Aa Bb Kk 0123

Weights 800 for page titles, 700 for section headings, 600 for buttons and navigation. Tight tracking (−0.02em) on large sizes.

Fallback: system-ui, sans-serif

BODY

Source Sans 3

Aa Bb Kk 0123

Weight 400 for running text at 17–18 px with 1.55–1.65 line height; 600 and 700 for emphasis. Easy to read in long product guides and in many languages.

Fallback: system-ui, -apple-system, "Segoe UI", sans-serif

LABELS & DATA

JetBrains Mono

ROOM 204 · 08:30

Weight 400 in small uppercase labels with wide tracking (0.12em), room numbers, times and codes.

Fallback: ui-monospace, SFMono-Regular, Menlo, monospace

Style	Font	Size (desktop)	Sample
Display / H1	Montserrat 800	48–56 px	**Run your property**
H2	Montserrat 800	32–46 px	**Section heading**
H3	Montserrat 700	20–24 px	**Card heading**
Body	Source Sans 3 400	17–18 px	Reservations, folios and housekeeping in one place.
Small	Source Sans 3 400	14 px	Caption text for tables and notes.
Label	JetBrains Mono 400	12 px, uppercase	FRONT DESK

VISUAL LANGUAGE

Iconography and visual elements



Brand-mark supergraphic

On covers and banners, an oversized crop of the mark in white at 4–6 % opacity, bleeding off the right edge. Never behind body text.

Gold accents

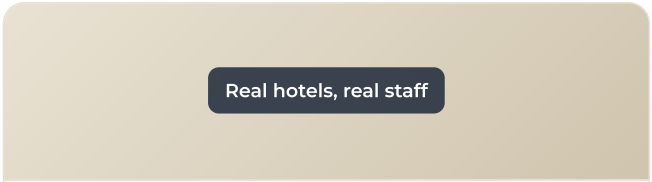
A short gold rule above or below headlines, gold diamonds as list bullets and small gold squares before eyebrow labels. Accents, not fills.

Interface icons

Simple outline icons with a 1.8 px stroke on a 24 px grid, round caps and joins, in navy or current text colour. Gold only for an active state.

Shapes and corners

Soft, practical corners: 10 px on buttons, 14–18 px on cards and panels, 22 % on app tiles. No sharp-edged boxes, no heavy drop shadows.



Photography

Real properties, staff at work and genuine product screens. Natural light, calm composition. No staged stock handshakes and no invented dashboards or results.

Tone of voice

Clear. Practical. Warm.

Plain, specific sentences that a busy front-desk manager understands at a glance. Say what the system does today; label anything planned as coming soon.

Backgrounds and contrast

Background	Logo version	Notes
White, Ivory #FAF8F3, Sand #F2EEE3	Full colour	The default. Navy reads at 13.8:1 on ivory.
bedsKey Navy and other dark colours	Reversed	Cloud White and gold. Never the full-colour logo on navy.
bedsKey Gold	Mono navy	The gold parts of the logo would disappear on gold.
Photographs and video	Reversed or mono white	Only over a dark, even area, or add a navy overlay of at least 60 % opacity.
Mid-tone greys, busy patterns, other brand colours	Avoid	Move the logo to a clean area or use a white or navy panel behind it.
One-colour print, stamps, engraving	Mono black or mono white	Use the single-colour files so thin gaps stay open.

SOCIAL MEDIA

Social media and platform branding

Profile pictures use the icon on bedsKey Navy (dark version) on every platform, so the brand looks the same wherever it appears. The light version is for platforms or partners that need a light avatar. Do not add text, borders or frames: platforms crop to a circle and the mark is sized to stay inside it.

Covers and banners keep the logo, the line "Run your entire property from one system." and the web address inside each platform's safe zone, so nothing is cut off on phones or hidden behind the profile picture.

Name and bio. Use "bedsKey" as the display name, "Hotel property management system" as the category or headline, and link to https://www.bedskey.com.



Facebook cover · 1640 × 624



X header · 1500 × 500



LinkedIn company cover · 1128 × 191



Open Graph sharing image · 1200 × 630

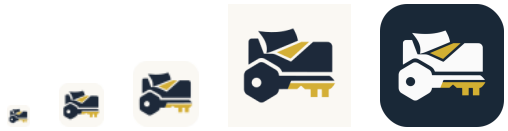
Platform	Asset	Size	Notes
Facebook	Profile picture	720 × 720 px	Shown as a circle. Mark stays inside the circle.
	Cover photo	1640 × 624 px	
LinkedIn	Company logo	400 × 400 px	Square; LinkedIn may round the corners.
	Company page cover	1128 × 191 px	
	Company page cover, 2×	2256 × 382 px	
	Personal banner (team members)	1584 × 396 px	
Instagram	Profile picture	1080 × 1080 px	Displayed at 320 px in a circle; upload the 1080 px file.
X (Twitter)	Profile picture	400 × 400 px	Circle crop.
	Header	1500 × 500 px	
YouTube	Channel icon	800 × 800 px	Circle crop.
	Channel banner	2560 × 1440 px	
WhatsApp Business	Profile picture	640 × 640 px	Circle crop; keep the dark version so the mark reads in chat lists.
Telegram	Profile picture	640 × 640 px	Circle crop.
TikTok	Profile picture	720 × 720 px	Circle crop; minimum 200 × 200.
Google Business Profile	Logo	720 × 720 px	Square; may be shown as a circle.
	Cover photo	1080 × 608 px	
Website and link sharing	Open Graph image	1200 × 630 px	Facebook, LinkedIn, WhatsApp, Slack and most link previews. JPG version in the ZIP.
	X summary card	1200 × 675 px	

Platform	Asset	Size	Notes
	LinkedIn share image	1200 × 627 px	
	Email signature logo	440 px wide px	

WEB AND APPS

Favicons and app icons

A complete favicon set for websites and web apps built around bedsKey, plus store-ready app icons.
The icon sits on an ivory tile so it stays visible on both light and dark browser tabs.



Favicons

File	Use	Size
`favicon.ico`	16, 32 and 48 px in one file, for every browser	4 KB
`favicon.svg`	Scalable; switches to navy in browser dark mode	4 KB
`favicon-16x16.png`	Browser tab	1 KB
`favicon-32x32.png`	Browser tab, high-DPI	1 KB
`favicon-48x48.png`	Windows site icon and Google search results	2 KB
`favicon-96x96.png`	Desktop shortcuts	4 KB
`apple-touch-icon.png`	180 × 180, iPhone and iPad home screen	5 KB
`android-chrome-192x192.png`	Android home screen	8 KB
`android-chrome-512x512.png`	Android splash and PWA install	22 KB
`maskable-icon-512x512.png`	Android adaptive shapes (safe zone respected)	13 KB
`safari-pinned-tab.svg`	Safari pinned tabs, one colour	4 KB
`mstile-150x150.png`	Windows tiles	4 KB
`site.webmanifest`	Web app manifest example	1 KB
`favicon-html-snippet.txt`	The tags to paste into <head>	1 KB

App icons

File	Use	Size
iOS App Store icon	1024 × 1024, navy, no transparency (iOS adds the corner radius)	32 KB
iOS icon, light	1024 × 1024, ivory alternative	32 KB
Google Play icon	512 × 512, navy	14 KB
Android adaptive foreground	432 × 432 (108 dp @4x), mark inside the 66 dp safe zone	10 KB
Android adaptive background	432 × 432, solid navy	1 KB
Android themed icon	432 × 432, single-colour layer for Android 13+	6 KB
Rounded app tile	512 × 512, for presentations and app directories	21 KB
Transparent icon	1024 × 1024, full colour on transparent	44 KB

```
<link rel="icon" href="/favicon.ico" sizes="16x16 32x32 48x48">
<link rel="icon" href="/favicon.svg" type="image/svg+xml">
<link rel="apple-touch-icon" href="/apple-touch-icon.png">
<link rel="manifest" href="/site.webmanifest">
```