



Brand Guidelines

This is a guide to using our different brand elements. Thank you for taking a moment to review them and ensuring graphic and messaging consistency.

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Welcome to **Bakuun Holdings**.
Here's everything you need to know
about using our brand resources.

Brand Guidelines

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Introduction.

Bakuun Holdings is a leading group of technology providers that redefines and improves distribution, onboarding, and payment services in the travel industry.

We present these visual identity guidelines as a guide to the company's visual communications standards in printed and branded content. These guidelines serve as a reference for everyone authorized to work with Bakuun Holdings and its brands - Bakuun, RateDock, HotelsMapping, PayDock and OTATech.

When it comes to our brand, we uphold a high level of standards, as it is what identifies our company, and we expect the same wherever

our brand is represented. That is why we established clear rules to protect the use of our logos, define what we stand for and what sets us apart, and ensure consistency in the graphics and messaging that we present.

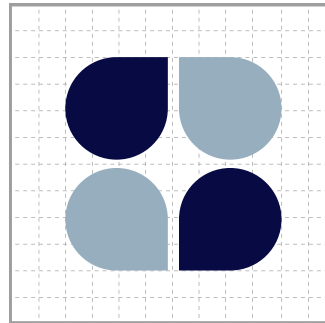
We strive for a coordinated, consistent, and effective brand presence in everything we create.

By utilizing these resources and adhering to the guidelines within, you'll make things that look like Bakuun Holdings and its brands, every time. Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach us.



Our Logos.

Bakuun Holdings Logo



Light Version

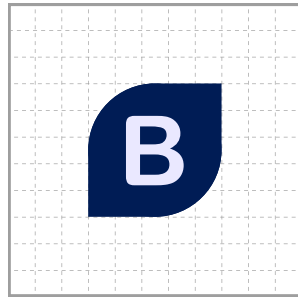


Dark Version



Bakuun Logo

The Icon



The General
Logo



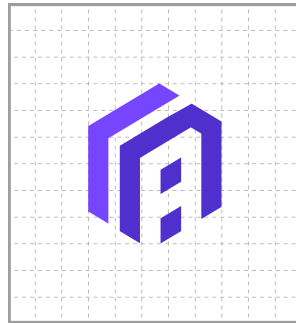
Light Version



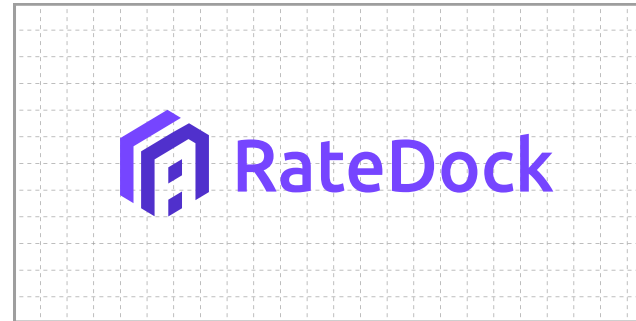
Dark Version

RateDock Logo

The Icon



The General Logo

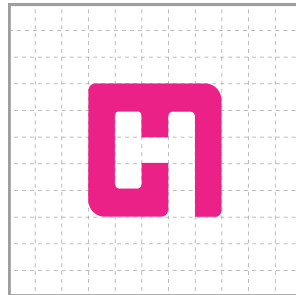


Dark Version

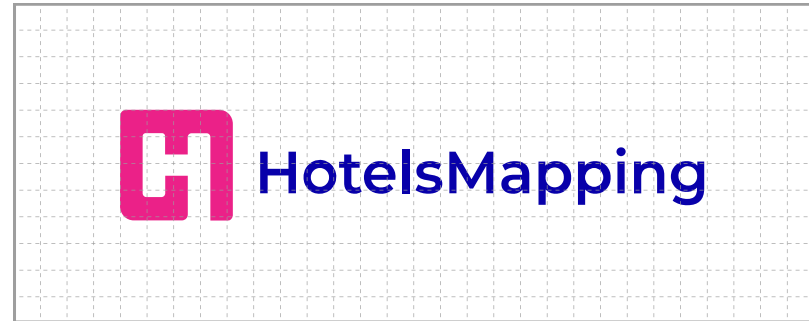


HotelsMapping Logo

The Icon



The General Logo

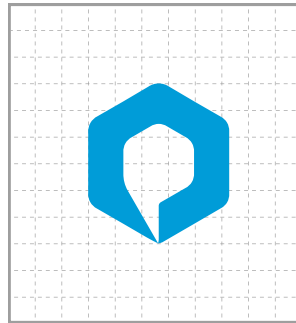


Dark Version



PayDocker Logo

The Icon



The General Logo

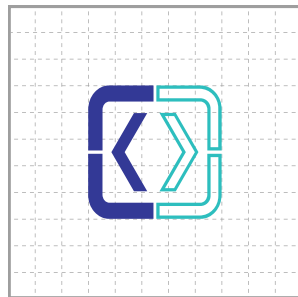


Dark Version

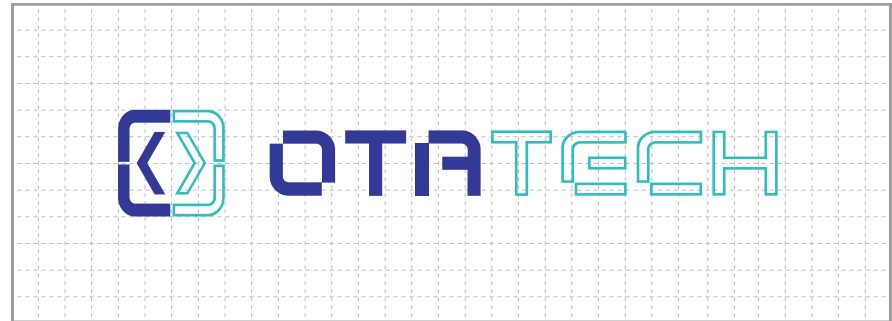


OTATech Logo

The Icon



The General Logo



Light Version



Dark Version



ChannelsGate Logo

The Icon



The General Logo



Light Version



Dark Version





Our Typography.

Bakuun Holdings

Headings:

Manrope

Designed by
Mikhail Sharanda

Aa

About Manrope:

Manrope is a modern Sans-Serif for everyone. This font is a crossover of different font types: it is semi-condensed, semi-rounded, semi-geometric, semi-din, semi-grotesque. It employs minimal stroke thickness variations and a semi-closed aperture.

1 2 3 4 5 6 7 8 9 0 ' ? " ! " (%) [
] { @ } / & \ < + ÷ × = > ® © \$
€ £ ¥ ¢ : ; , . *

Bakuun Holdings

Body:

Roboto

Designed by
Mikhail Sharanda

Aa

About Roboto:

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width.

1 2 3 4 5 6 7 8 9 0 ' ? " ! " (%) [#
] { @ } / & \ < + ÷ × = > ® © \$ € £
¥ ¢ : ; , . *

Bakuun

Headings:

Montserrat

Designed by
Julieta Ulanovsky

Aa

About Montserrat:

Montserrat is a geometric sans-serif typeface inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighborhood of Buenos Aires.

Body:

Nunito

Designed by
Vernon Adams

Aa

About Nunito:

Nunito is a well balanced sans serif typeface superfamily, with 2 versions. The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography.

RateDock

Headings & Body:

Karla

Designed by
Jonny Pinhorn

Aa

About Karla:

Karla is a grotesque sans serif family designed for the Latin and Tamil scripts. This is the Latin part of the family, which has been expanded now to a variable font with a weight axis ranging from ExtraLight to ExtraBold plus full support of Western, Central, and South-Eastern European languages.

1 2 3 4 5 6 7 8 9 0 ‘ ? ” “ ! ” (%) [
] { @ } / & \ < + ÷ × = > ® © \$ €
£ ¥ ç : ; , . *

HotelsMapping

Headings & Body:

Questrial

Designed by
Joe Prince

Aa

About Questrial:

Questrial is an open-source font for body text and headlines on a website, a modern style typeface, suited with past characteristics of great typefaces, making it highly readable in any context. It is heavily influenced by Swiss design, similar to a grotesk style which is closely found in Helvetica.

1 2 3 4 5 6 7 8 9 0 ' ? " ! " (%) [#
] { @ } / & \ < + ÷ × = > ® © \$ € £
¥ ¢ : ; , . *

PayDocker

Headings:

Helvetica

Designed by
Max Miedinger and
Eduard Hoffmann

Aa

About Helvetica:

Helvetica is a 'Grotesque' sans serif typeface. It was created in the 1950s to meet the demand for sans serif typefaces in the tradition of the International Style of graphic design.

Body:

Roboto

Designed by
Mikhail Sharanda

Aa

About Roboto:

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width.

OTATech

Headings:

Maven Pro

Designed by
Joe Prince

Aa

About Maven Pro:

Maven Pro is a sans-serif typeface with unique curvature and flowing rhythm. Its forms make it very distinguishable and legible when in context. It blends styles of many great typefaces and is suitable for any design medium.

Body:

DM Sans

Designed by
Colophon Foundry

Aa

About DM Sans:

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes. DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages.

ChannelsGate

Headings:

Kreadon

Designed by
Kohakuno Layer

Aa

About Kreadon:

Kreadon is a versatile geometric sans-serif typeface with a harmonious appearance, perfect for both texts and headlines. Kreadon is a versatile geometric sans-serif typeface with a harmonious appearance, perfect for both texts and headlines.

Body:

Open Sans

Designed by
Steve Matteson

Aa

About Open Sans:

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets.



Color Palette.

Bakuun Holdings

MAIN: Primary



#070B46
RGB (7,11,70)



#383A60
RGB (56,58,96)



#6A6B88
RGB (106,107,136)

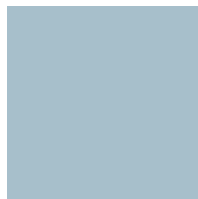


#9B9DAF
RGB (155,157,175)

MAIN: Secondary



#91AFBF
RGB (145,175,191)



#A7BFCC
RGB (167,191,204)



#BDCFD9
RGB (189,207,217)



#D3DFE5
RGB (211,223,229)

Bakuun

MAIN: Primary



#001C55
RGB (0, 28, 85)



#334977
RGB (51,73,119)



#667799
RGB (102,119,153)

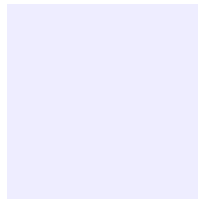


#99A4BB
RGB (153,164,187)

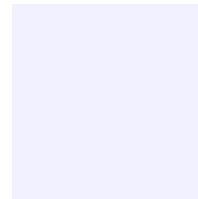
MAIN: Secondary



#EAE8FF
RGB (234, 232, 255)



#EEEDFF
RGB (238, 237, 255)



#F2F1FF
RGB (242, 241, 255)



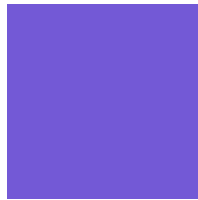
#F7F6FF
RGB (247, 246, 255)

RateDock

MAIN: Primary



#5030CC
RGB (0,156,216)



#7359D6
RGB (115, 89, 214)



#9683E0
RGB (150,131, 224)

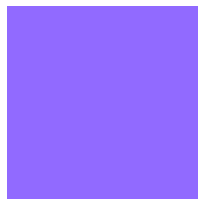


#B9ACEB
RGB (185,172, 235)

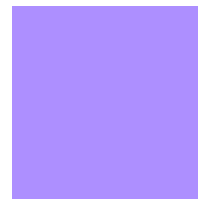
MAIN: Secondary



#7645FF
RGB (118,69,255)



#916AFF
RGB (145, 106, 255)



#AD8FFF
RGB (173, 143, 255)



#C8B5FF
RGB (200, 181, 255)

PayDocker

MAIN: Primary



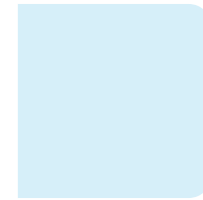
#009CD8
RGB (0,156,216)



#5CC0E6
RGB (92, 192, 230)



#A3DBF1
RGB (163, 219, 241)

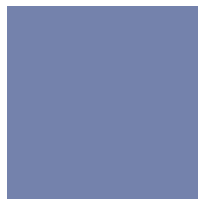


#D6EFF9
RGB (214, 239, 249)

MAIN: Secondary



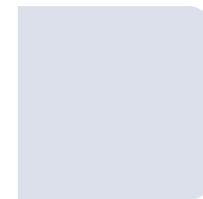
#263B7E
RGB (38,59,126)



#7482AC
RGB (116, 130, 172)



#B1B8D1
RGB (177, 184, 209)



#DCE0EA
RGB (220, 224, 234)

HotelsMapping

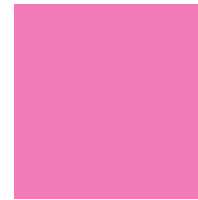
MAIN: Primary



#EB2188
RGB (235,33,136)



#EF4DA0
RGB (239, 77, 160)



#F37AB8
RGB (243, 122, 184)



#F7A6CF
RGB (247, 166, 207)

MAIN: Secondary



#0800AA
RGB (8,0,170)



#3933BB
RGB (57, 51, 187)



#6B66CC
RGB (107, 102, 204)



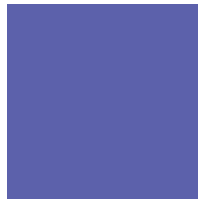
#9C99DD
RGB (156, 153, 221)

OTATech

MAIN: Primary



#333996
RGB (51,57,150)



#5C61AB
RGB (92, 97, 171)



#8588C0
RGB (133, 136, 192)

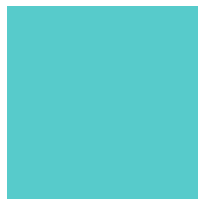


#ADB0D5
RGB (173, 176, 213)

MAIN: Secondary



#2DBEBE
RGB (45,190,190)



#57CBCB
RGB (87, 203, 203)



#81D8D8
RGB (129, 216, 216)



#ABE5E5
RGB (171, 229, 229)

ChannelsGate

MAIN: Primary



#0C275A
RGB (12,39,90)



#1646A2
RGB (22, 70, 162)

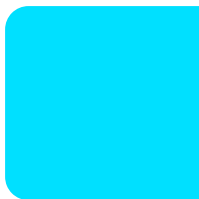


#2768E2
RGB (39, 104, 226)

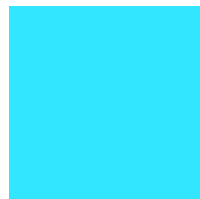


#6F9AEC
RGB (111, 154, 236)

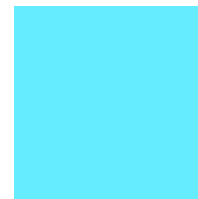
MAIN: Secondary



#00E0FF
RGB (0,224,255)



#33E6FF
RGB (51, 230, 255)



#66ECFF
RGB (102, 236, 255)



#99F3FF
RGB (153, 243, 255)



Usage on Backgrounds.

Bakuun Holdings

While the Bakuun Holdings and our brands logos can actually operate in any colour, it is recommended that the logo is only displayed on backgrounds from the official colour palette or in black and white. This will ensure brand consistency across all media.

White Background



Dark Background



Light Background



Bakuun

White Background



Dark Background



Light Background



RateDock

White Background



Dark Background



HotelsMapping

White Background



Dark Background



PayDocker

White Background



Dark Background



OTATech

White Background



Dark Background



Light Background



Channelsgate

White Background



Dark Background



Light Background





Logo Misuse.

Our official logos may not be altered in any way. Takes steps to ensure that our logos are used correctly by following the information in this guide and always using the artwork provided here.

- Do not crop the logo



- Do not change the transparency of the logo



- Do not use different colors



- Do not distort the logo



- Do not shuffle around the colors of the logo



- Do not use drop shadows or any other effects



- Do not re-create using any other typeface



- Do not add gradients



- Do not outline logotype



- Do not rotate any part of the logo



