



Brand Book

02/26

Introduction

Welcome to the Room Price Genie Brand Book.

As RoomPriceGenie grows, more people write, design, speak, and make decisions on behalf of our brand. This guide exists to provide clarity on who we are, and how we show up — so every interaction feels intentional, trustworthy, and unmistakably RoomPriceGenie.

This Brand Book is our shared reference point. It captures the essence of the RoomPriceGenie brand and outlines the visual and verbal guidelines that help us express our identity with consistency and authenticity. Inside, you'll find the principles, values, and expressions that shape how we present ourselves to the world.

Use this guide to ensure the RoomPriceGenie identity shines through in every communication.

01 Strategy

01-01 Why we exist

01-02 Where we stand

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02 Design

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Strategy

01

Why we exist

Where we stand

Who we are

Who we talk to

How we talk

How we partner

Purpose

Vision

Mission

01 - 01 Our Brand Core

Why we exist

Our Brand is our internal compass. It defines why we exist, what we stand for and how we treat each other.

The **Purpose** explains why we exist (our cause), while the **Vision** defines where we are going (our destination). Our **Mission** explains how we get there. Our **Values** are the non-negotiable behaviors that define our culture. They guide how we treat our customers, and how we treat each other when no one is watching.

Why it matters: These aren't just posters for the wall, they are the filters we use to make strategic decisions. If a new feature or partnership doesn't help us achieve this vision, we don't do it.

Product Vision Statement

We empower every independent property and independent group worldwide to boost revenue effortlessly with personalized intelligence, right where the users are.



Mission Statement

Our mission is to help you compete—and win—by delivering the best possible pricing with the least possible effort. Built by people who understand what it's really like to run a hotel, RoomPriceGenie is simple to use, affordable, and never compromises on pricing quality. Shaped by our customers and their feedback, our solution gives independent hotels the tools they deserve to stand confidently alongside the big chains.



Core Values

We understand our stakeholders and care about their success. Empathy is how we design, decide, and show up for our customers, partners and each other.

Empathy

We are in this together. We support each other when we need help. We cheer loud, celebrate wins, and know we go further as a team.

Togetherness

Ownership

We own our work, and our impact. Leadership is a shared responsibility, we take the lead, follow through, and take pride in what we build.

Integrity

We lead with honesty, fairness and good intentions. We do what's right, even when it's hard, and treat people with respect. This is non-negotiable.

Momentum

We stay curious, move fast, and keep things simple. We aim for progress over perfection, always learning, iterating, and improving.

Being the superior choice

Positioning

01 - 02 Brand Positioning

Where we stand

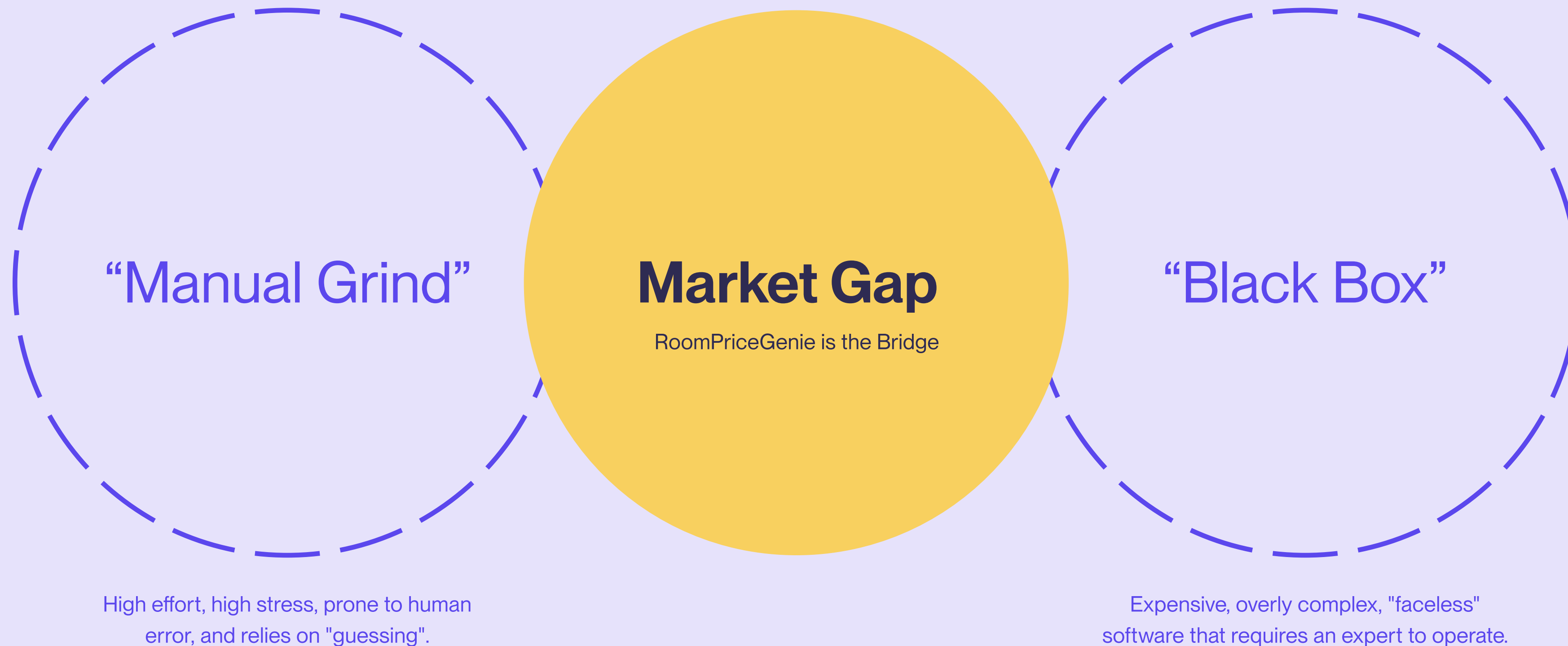
Our **Brand Positioning** is the specific mental space we want to own in the customer's mind relative to our competitors.

Why it matters: The market is crowded. This defines who we are fighting against and why we are the superior choice .



We position ourselves as High-Tech Intelligence with High-Touch Humanity. We are not just a product, we are a partner. We don't just give you a tool, we give you the confidence to use it.

Market Gap: Hoteliers are currently stuck between two bad options.



Archetypes

Brand Personality

01 - 03

Brand Personality

Who we are

If RoomPriceGenie were a person, this is who they would be.

Archetypes are universal character types that help us remain consistent.

Why it matters: Archetypes help us balance our **brand personality**.

We aren't just smart (Magician Archetype), and we aren't just nice (Caregiver Archetype).

We are the unique combination of both. This guide ensures we don't lean too far one way (becoming arrogant) or the other (becoming too soft).

Archetype Mix: The Magician and the Caregiver

Our archetype mix combines the Magician Archetype with the Caregiver Archetype to guide how we speak, behave, and connect with our audience. The Magician brings mastery, innovation, and transformation, while the Caregiver adds warmth, empathy, and support.

The combination allows RoomPriceGenie to project confidence and innovation without losing the personal, human touch that sets the brand apart.

The Magician

Primary Archetype



Knowledge

Intelligence

Confidence

Authority

(Genie) Magic

Delight

The Caregiver

Secondary Archetype



Trustworthy

Empathetic

Personal

Approachable

Positive

Human

“The magic of making hard things easy”

Primary Archetype: The Magician

The Magician represents the power to simplify. In an industry full of complex spreadsheets and clunky interfaces, we stand out by making the hard things feel simple. It's not just relief, it's the delight of having a complex problem solved instantly.

Crucial Distinction: "Magic" refers to the engineering quality (it works so well it feels like magic), NOT fantasy. We create "Magic" (the seamless experience), but we sell "Intelligence" (the outcome).

The Vibe: Knowledge, Innovation, Intelligence

The Role: We make "hard things easy". We take the complex chaos of market data and alchemize it into a simple, profitable price. It just works.

When to dial it up: When discussing product, revenue uplift, intelligence/algorithms, and integration capabilities.

What the Magician is

A Guide: We show the way to success.

Transformational: Turning data into clarity.

Intelligent: The smartest person in the room.

Effortless: The result is instant.

What the Magician is not

A Sorcerer (Harry Potter): No wands, no spells, no "Hocus Pocus."

A Mystery: We don't hide how we work. We explain the 'why'.

A Gimmick: We don't use "magic" to cover up a lack of substance.

"Cute": We are not a cartoon. We are a business tool.

“We’ve got your back”

Secondary Archetype: The Caregiver

The Caregiver is our differentiator. Competitors are cold and faceless tech companies. We are human.

The Vibe: Empathy, Safety, Reliability

The Role: We are the "Buddy" and the "Hugger." We understand that pricing your own hotel is stressful. We are the safety net.

When to dial it up: Onboarding, support tickets, addressing fears about automation, and "bad days".

What the Caregiver is

A Partner: Reliable, supportive, equal.

Empathetic: We validate their stress.

Human: We speak like real people.

What the Caregiver is not

A Parent: We don't smother or condescend.

Subservient: We are kind, but we lead the way.

Saccharine: We are not "sweet" or "fluffy."

01 - 04 Brand Audiences

Conversation

Personas

Maturity

Who we talk to

A breakdown of the specific human beings on the other side of the screen.

Why it matters: One message does not fit all. An owner with 15 rooms has different fears than a Revenue Manager with 500 rooms. This section helps you adjust your language to match their specific "Maturity Level" so everyone feels understood.





Low Maturity

The Owner Operator

- Type: Family-owned or small hotel
- Size: 12–35+ rooms

Revenue Management Experience Low

- Pricing decisions are manual or seasonal
- Little understanding of forecasting, segmentation, or RM logic
- Sees dynamic pricing as risky or overwhelming

Tone



80% Caregiver 20% Magician

What they think

Probably 80% of our business is return guests – I don't want the price to fluctuate for them. We've put in a lot of work, and they would get annoyed if the price suddenly rises from what they're used to paying.

How RoomPriceGenie responds

“Worried about pricing? We handle the math so you can focus on your guests. It's safe, transparent, and keeps your rooms full.”

Goals

- Keep rooms full, no matter the price or channel
- Maintain high guest satisfaction
- Avoid disruption or complaints from loyal repeat guests

Traits

- Buys and uses the product
- Long-time owner, runs hotel hands-on
- Loyal to regular guests, therefore fearful of raising rates and potentially hurt ratings
- Sceptical of change, short on time, avoids complexity and craves simplicity
- Logs in often to observe, but rarely takes action

What they value

- Human expertise: Tends to rely on our internal experts vs. becoming self sufficient user
- Peace of mind: a tool that increases occupancy during slow periods, without needing constant input
- Automation with control: Gain peace of mind through automation (but without losing control)
- Clarity: Understand “what's happening” at a glance



Mid Maturity

The Professional Manager

- Type: Mid-sized hotel
- Size: 25-60 rooms

Revenue Management Experience Medium

- Knows the value of pricing and dynamic pricing but lacks expertise
- Often uses spreadsheets and PMS exports
- Needs guided strategy, not just raw tools

Tone



50% Caregiver 50% Magician

What they think

"I want to run a modern, hotel, but I need tools that save me time, not add more complexity."

How RoomPriceGenie responds

Stop guessing with spreadsheets. Automate your strategy and get the professional revenue results you deserve – faster and with less effort.

Goals

- Sell as many rooms as possible with the ideal guest mix and Average Daily Rate
- Reduce time spent on pricing
- Increase revenue with cross-selling
- Modernise hotel operations, without needing deep Revenue Management expertise

Traits

- Strategic thinker with limited bandwidth, wearing multiple hats
- Not the owner, but highly influential in tool selection
- Comfortable with tech but wants simple, intuitive tools
- Outcome-driven: looks for revenue uplift, time saved, and professional credibility
- Open to automation but wants transparency and control

What they value

- Automation to simplify daily workflows and save time
- Control and clarity, simple to use tools
- Expert-led onboarding
- Reliable reporting that supports decision-making
- Support



High Maturity

The Revenue Professional

- Type: Large / Multiproperty Property, Group
- Size: 50–120 rooms

Revenue Management Experience High

- Familiar with segmentation, pacing, group displacement, and forecasting
- Has used other RMS platforms and knows their limitations
- Wants a tool that balances automation with customizability

Tone



20% Caregiver 80% Magician

What they think

"Give me precision, control, and insights, if it doesn't drive revenue or save time, I don't need it."

How RoomPriceGenie responds

"Expert-level intelligence with full transparency. You set the strategy, we provide the engine. Dig into the data as deep as you like."

Goals

- Sell the right room, at the right price, at the right time, through the right channel, to the right guest
- Reach or exceed budget targets
- Data accuracy and consistency to drive operational efficiency
- Reporting to management / owner

Traits

- Expert-level Revenue Management knowledge: wants transparency, precision, and flexibility
- Manages strategy across large or multiple properties
- Lives in spreadsheets, reports, and meetings
- Detail-obsessed, needs analytical and pricing reasoning
- Quick to question the ROI of tools that don't deliver

What they value

- In-depth reporting and analytics to support strategic decisions. Easy to share
- Full control over the pricing system
- Onboarding and consultation with expert revenue professionals

01 - 05 Tone Of Voice

Voice Pillars

Audience Strategy

How we communicate

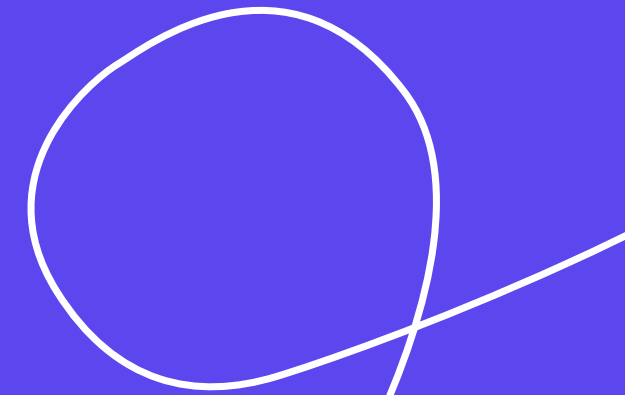
Our Tone of Voice is how our personality translates into words. It covers the specific vocabulary, sentence structure, and attitude we use.

Why it matters: Whether a customer is reading a sales deck or a support email, we must always sound like us. These rules ensure we sound like a trusted expert, not a "cute startup" or a "robotic corporation."

Our Three Voice Pillars

How we sound in every interaction. Our voice must consistently hit three specific notes.

Confident and Knowledgeable



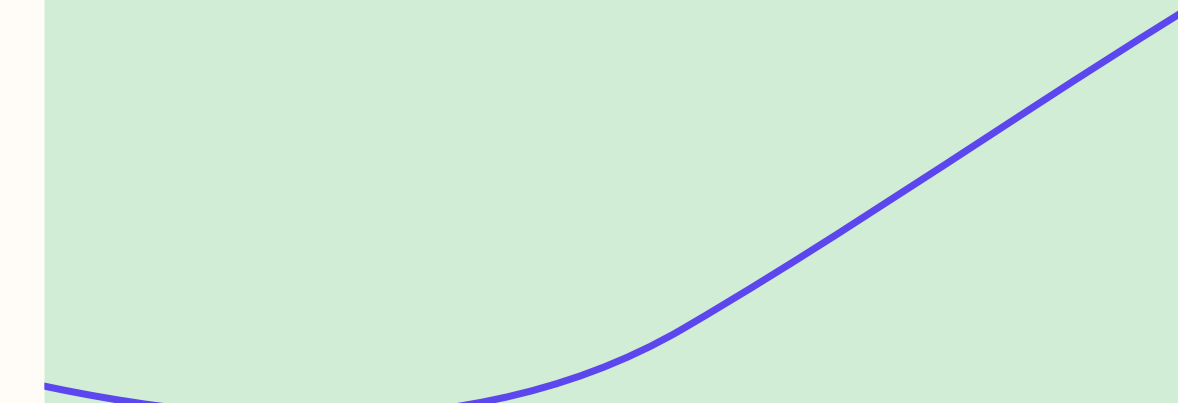
The Magician

Conversational and Empathetic



The Caregiver

Smart Fun and Effortlessly Cool



The Genie

Confident and Knowledgeable

We speak with grounded expertise. We are the thought leader that brings clarity and control, but we never use that knowledge to sound superior.

Intent: Explain that the system handles complexity so users don't have to.

Do

Be authoritative but humble. Simplify complex concepts (explain the 'why'). Focus on outcomes. Sound confident without arrogance.

Do say

"Our team consists of former hoteliers who answer 90% of chats within 2 minutes."

"Turn market data into confident pricing decisions."

Why the Do's work:

- Fact-based confidence
- Validates the user's need for a professional tool without being aggressive

Don't

Use corporate jargon (synergy, leveraging). Sound like a finance textbook. Use empty adjectives.

Don't say

"We have the most amazing customer support team!"

"Magically boost your revenue!"

Why the Don'ts fail:

- Too cute or too braggy
- Not outcome focused
- Downplays the tech

Conversational & Empathetic

Our tone should feel like advice from a trusted friend who understands the reality of hospitality. We reflect genuine understanding of hoteliers' daily struggles.

Intent: Put yourself in the shoes of hoteliers. E.g. acknowledge how busy hoteliers are and reduce stress.

Do

Use "We" and "You." Acknowledge pain points (stress, time). Act as the "buddy."

Do say

"Running a hotel is busy. Pricing shouldn't be another thing on your list."

"We admit it: we love pricing data. It's okay if you don't."

Why the Do's work:

- Makes tech feel approachable, not intimidating
- Humanizes the brand

Don't

Use stiff, passive voice. Sound like a generic SaaS bot. Make it about our features rather than their peace of mind.

Don't say

"Pricing management is a complex operational task that requires continuous attention."

"RoomPriceGenie provides comprehensive solutions for operational deficiencies."

Why the Don'ts fail:

- Increases struggles instead of relieving it
- Talks about the problem, not to the person

Smart Fun & Effortlessly Cool

Our humor is subtle, clever, and grounded in real insights. We're confident enough to be authentic and lighthearted without being 'cute.'

Intent: Differentiation and Hertiage. This is who we are, how people know us and what we pride ourselves in being.

Do

Use clever wordplay. Be self-aware.
Acknowledge past struggles ("We used to guess too").

Do say

"Good mornings are even better when your prices are right."

"Spreadsheets are great. But they don't update themselves at 2 AM."

Why the Do's work:

- Highlights our advantage with wit rather than corporate jargon

Don't

Be "cutesy," juvenile, or shouty (too many !!!).
Use exhausted clichés.

Don't say

"Pricing is scary. But don't worry!!! We've got you covered."

"Aww, isn't pricing just the worst? Let our Genie make you feel all better!"

Why the Don'ts fail:

- Too cute and juvenile
- Undermines expertise credibility

The Communication Split

We adapt our message depending on who we are speaking to. The core product is the same, but the framing shifts. We must distinguish between Magic (UX for Users) and Intelligence (Value for Partners).

Independent Hoteliers

"Boost your revenue, without lifting a finger."

The Vibe: 40% Magician / 60% Caregiver

The Hook: Trust & Simplicity

Goal: Overcome the fear of "losing control." Show them that the product is intuitive, safe, and backed by real people.

Keywords: Trusted, intuitive, peace of mind, personal support, automated safety.

The Promise: "Wishes coming true" & "Peace of mind."

Independent Groups

"Unified revenue power. Manage one hotel or fifty with the same effortless mastery."

The Vibe: 60% Magician / 40% Caregiver

The Hook: Scalable Mastery

Goal: Highlight efficiency and centralization. Show them that our intelligence brings consistency to their chaotic portfolio without adding administrative drag.

Keywords: Centralized, scalable, consistent, unified, effortless control, data-driven.

The Promise: "Multi-property intelligence without the complexity."

Partners & Integrators

"Differentiate your platform with the Genie's intelligence under the hood."

The Vibe: 80% Magician / 20% Caregiver

The Hook: Intelligence

Goal: Emphasize technical capability, business advantage, and stickiness.

Keywords: Expert-level, revenue intelligence, intelligence, embedded, roadmap acceleration, differentiation.

The Promise: "Smart, reliable product" & "Business Growth."

Persona-based Messaging based on Maturity

One message does not fit all. We adapt our complexity and tone to match the user's expertise, ensuring every partner and hotelier feels understood.

Owner Operator

Speaking to Owner Operator

"Sleep better knowing your pricing is handled."

"Pricing is hard. We help keep it simple."

Low Maturity

Professional Manager

Speaking to Professional Manager

"Spend less time pricing and more time running your hotel."

"Less guesswork. Fewer tabs open."

Mid Maturity

Revenue Pro

Speaking to Revenue Pro

"Granular control with expert-level forecasting."

"Because spreadsheets don't update themselves."

High Maturity

Partner

Speaking to Partner

"Accelerate your roadmap with our embedded Revenue Intelligence Engine."

"Differentiate your platform with expert-grade pricing logic under the hood."

High Maturity

Brand Ecosystem

Partner Communication

01 - 06

Partner Strategy

How we partner

We operate in two worlds: the emotional world of hospitality and the technical world of software integration.

This chapter outlines how we structure our brand to succeed in both worlds. It introduces 'Revenue Intelligence by RoomPriceGenie' as our B2B Sub-Brand and provides the messaging guardrails to position our technology as a platform-ready revenue intelligence asset."

Brand Architecture Overview

This is our brand architecture. RoomPriceGenie is our Core Brand, delivering a human-centric solution to independent hoteliers and groups. Our Sub-Brand is Revenue Intelligence by RoomPriceGenie, positioning our technology as a raw, platform-ready intelligence asset for partners. This partnership framework is called the Revenue Intelligence Program.

RoomPriceGenie


The Company and direct Product



Core Brand

Revenue Intelligence by RoomPriceGenie

The Engine and the Tech-Layer

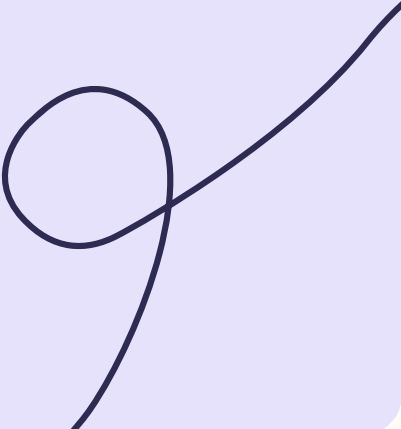


Sub Brand

Revenue Intelligence Program

The Partnership

The Program



Partner Communication

When speaking to Partners (PMS, Channel Managers), we are less of a "Buddy" and more of a "Intelligence Engine" that powers their success.

Revenue Intelligence

Partners don't want "magic" in the whimsical sense, they want **Revenue Intelligence** that makes their platform stickier and more valuable.

The Shift: Focus on **Value, Outcomes, and Intelligence**.

The Goal: Enhance their platform. We are the "Intel Inside" for their PMS.

Key Phrase: "Differentiate your platform with the Revenue Intelligence under the hood."

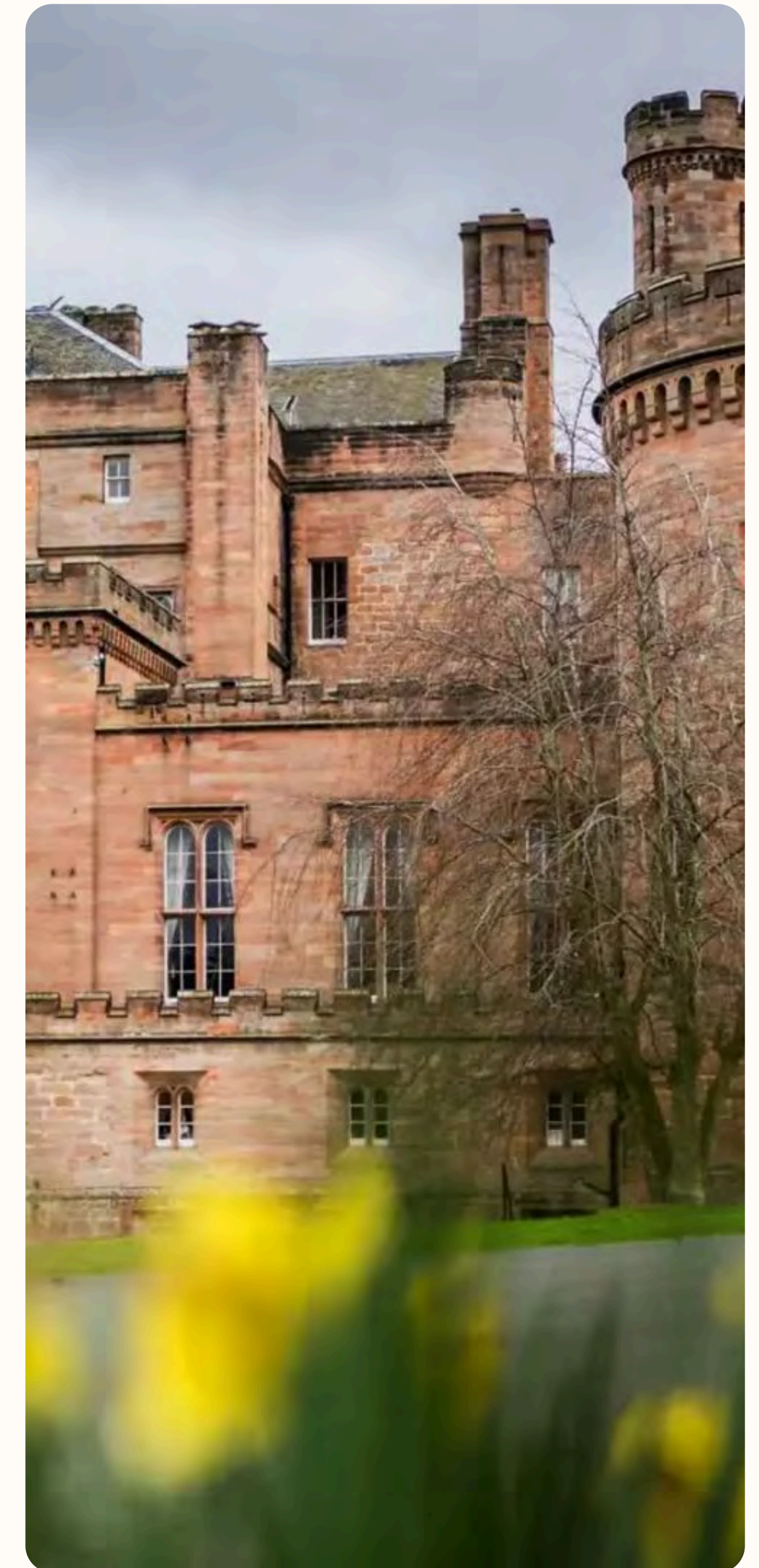
Terminology Guardrails

"Revenue Intelligence SDK": Use for technical teams/API docs.

"Revenue Intelligence Widget": Use for functional framing inside their system.

"Revenue Intelligence Engine": Use for marketing value propositions.

STRICTLY FORBIDDEN: Do not rename, abbreviate, or translate "Revenue Intelligence." Never present it as a standalone product.



Design System

Our visual identity is the tangible expression of who we are: a blend of sophisticated intelligence and heartfelt hospitality. This chapter defines the core building blocks—Colors, Typography, Layouts, Motion, and Brand Elements—that allow us to create a consistent and high-quality experience across every touchpoint.

02

Logo

Metaphor

Motion

Colours

Imagery

Typography

Layout

Genie

Branded Touchpoints

02 - 01 Logo

Sizes

Color Usage

Positioning



Logo

The logo is recognizable, easy to understand and works in all different scenarios. The genie embodies the brands characteristics: simplicity and clarity.

Stacked Logo

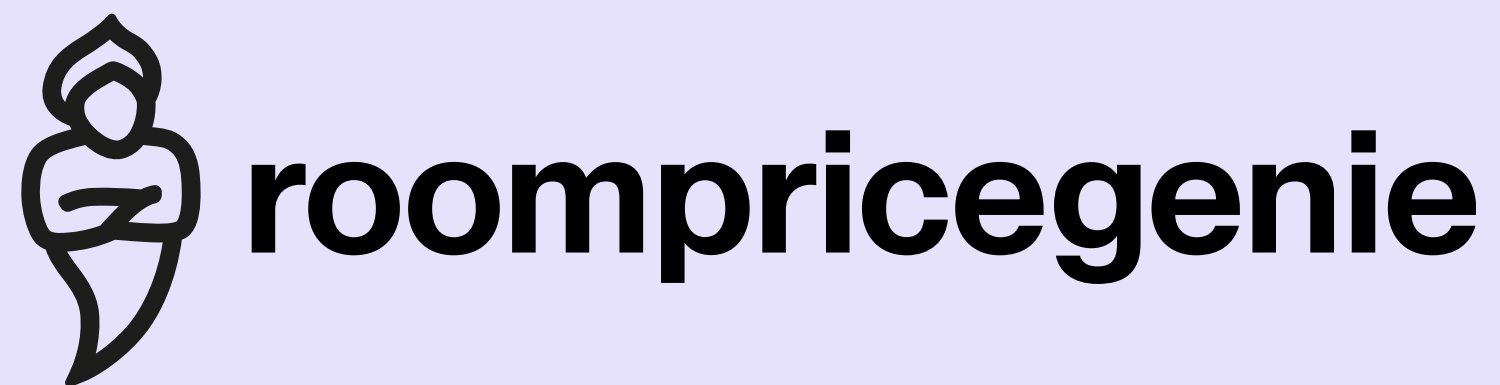
We use the stacked Logo, Genie sitting on the left by default. It works down to very small sizes.

Vertical Logo

We use the Vertical Logo only in special touchpoints, such as Website Header, Event Bracelets etc.

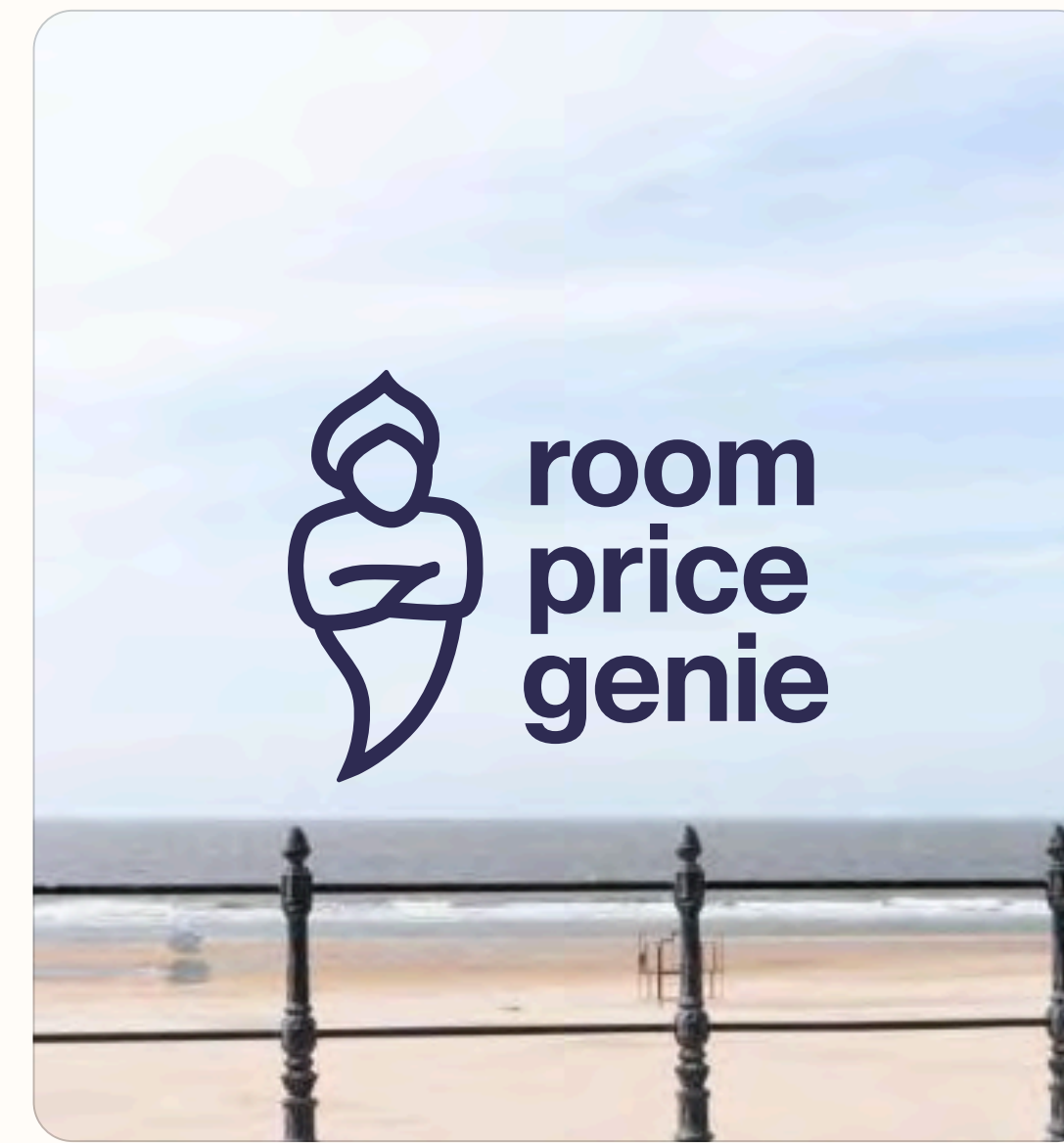
Single Genie

Use the standalone Genie Logo exclusively in branded contexts. It is reserved for applications where the full brand identity is already established by surrounding elements, such as signage or official collateral.



Do's

To ensure maximum visibility and impact, always choose the logo version that provides the highest contrast against its background. When placing the logo on images, ensure it is positioned on high-contrast areas to maintain legibility. Only the official black, white, and brand-colored versions of the logo are permitted.



I'm attending
this year's
NIERA's Annual
Conference



Newport, Rhode Island, USA

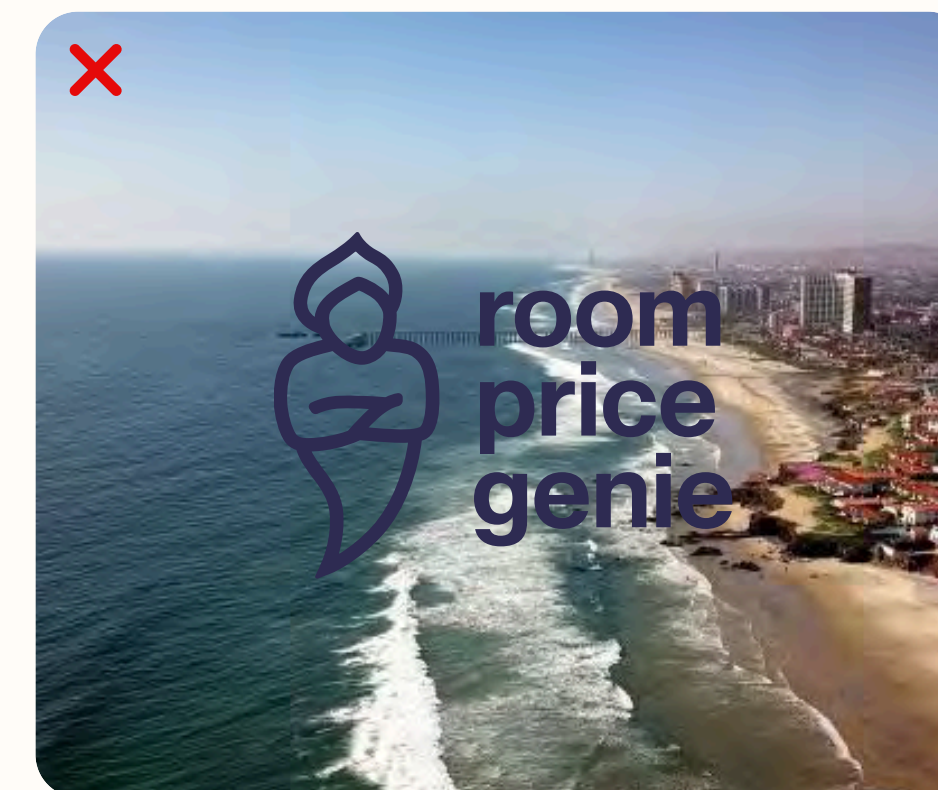
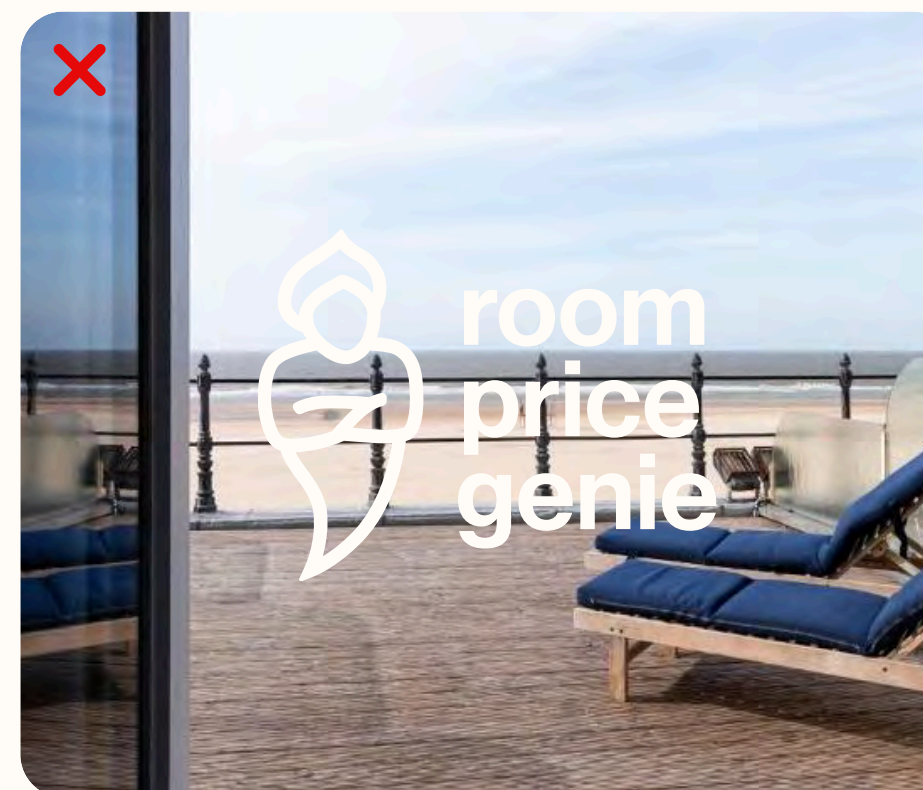
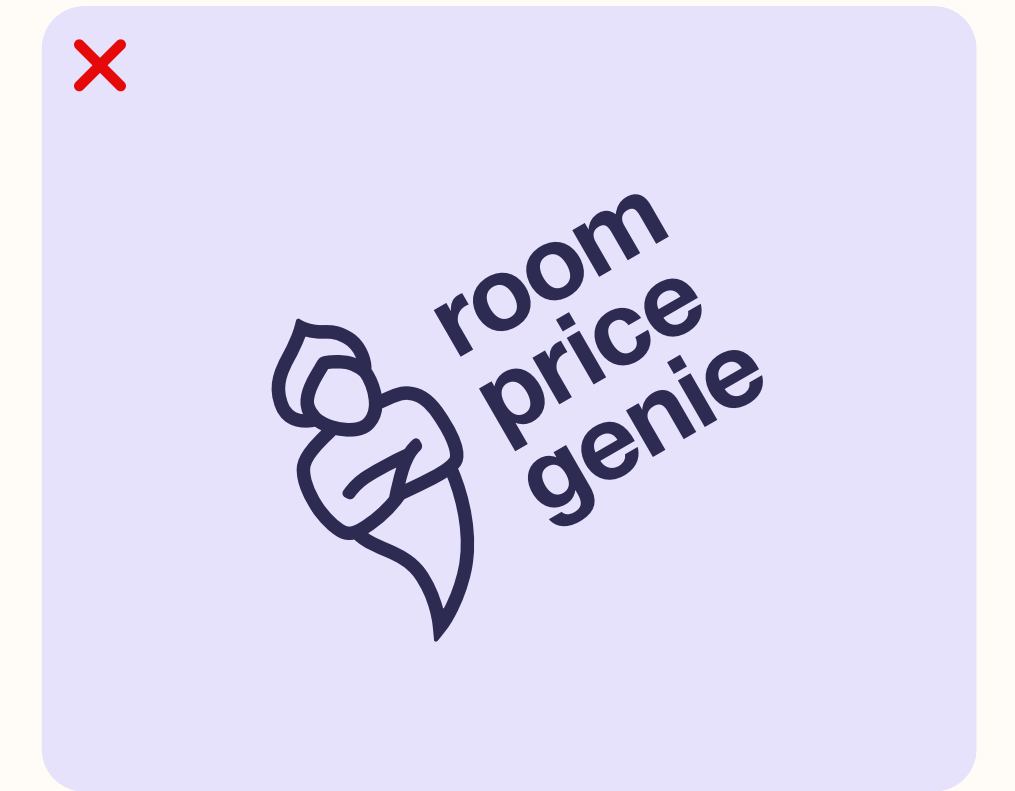
November 5-7
2025

Visit me at Booth 8

Don'ts

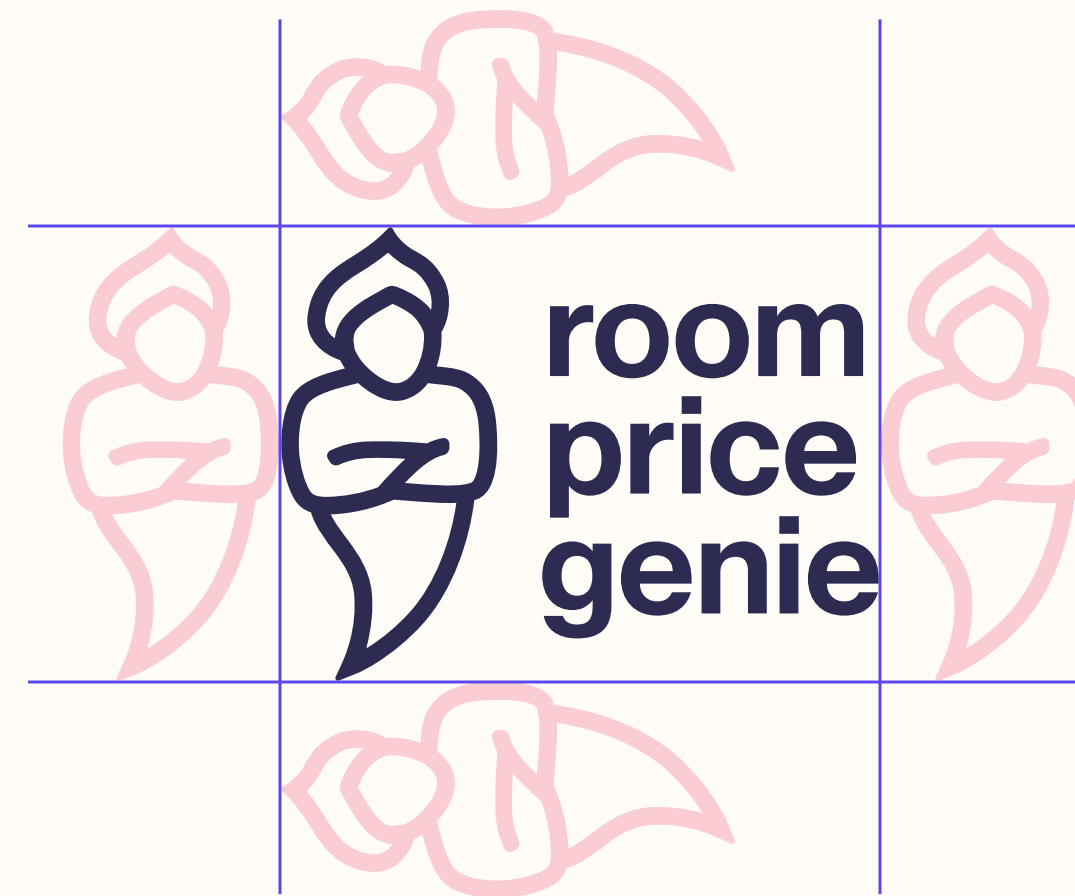
Please do not use the logo in the following cases:

- stretched or compressed
- without the genie
- rotated
- in outlines
- with non color brand
- with white background on colored backgrounds
- light logo on light grounds
- dark logo on dark grounds
- switched positioning of the Genie

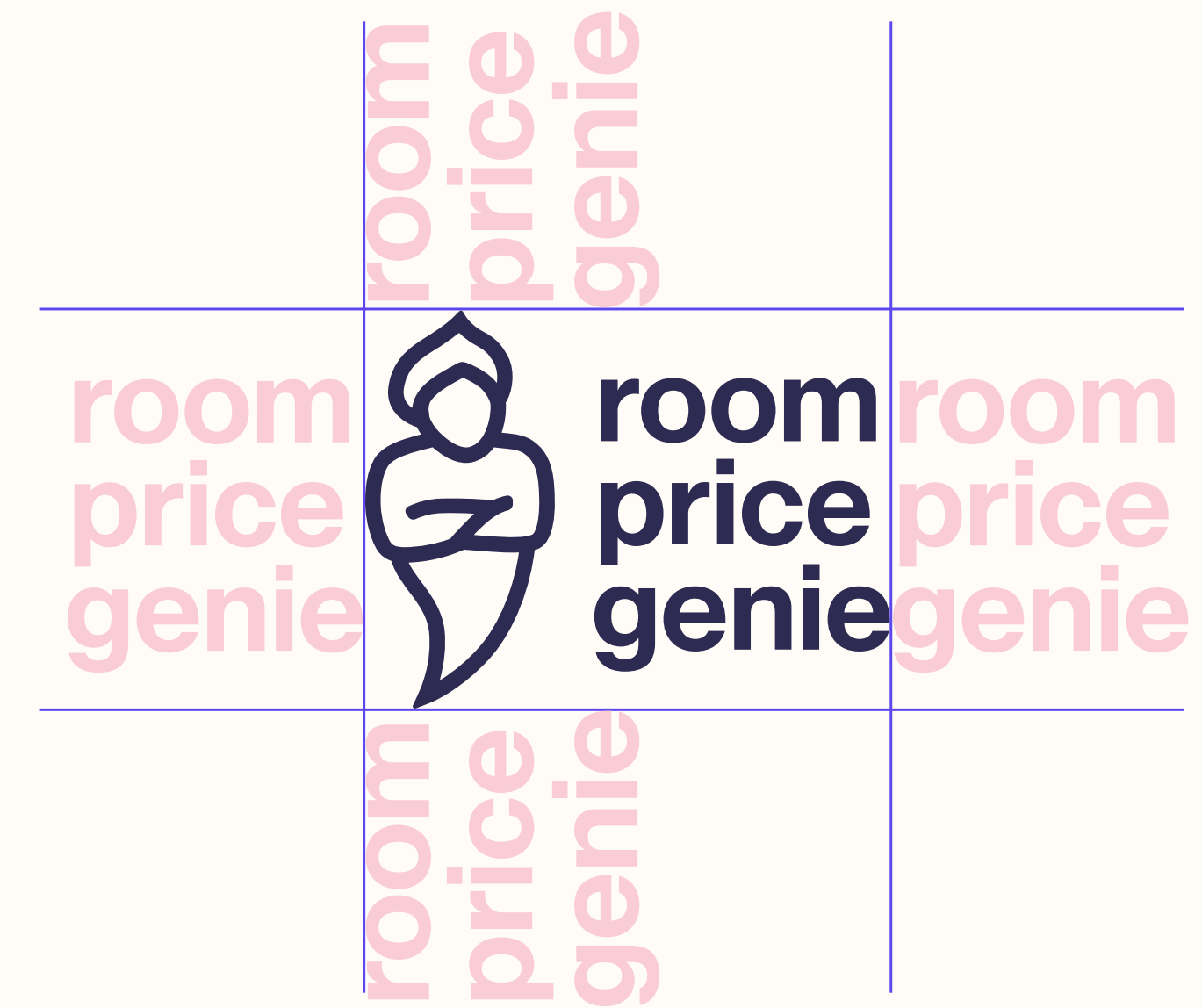


Spacing

To let the Genie breathe, always maintain a generous amount of clear space around the logo. While we aim for the optimal amount of spacing whenever possible, the defined 'minimum clear space' must never be compromised. This ensures the logo remains impactful and uncluttered by other visual elements.



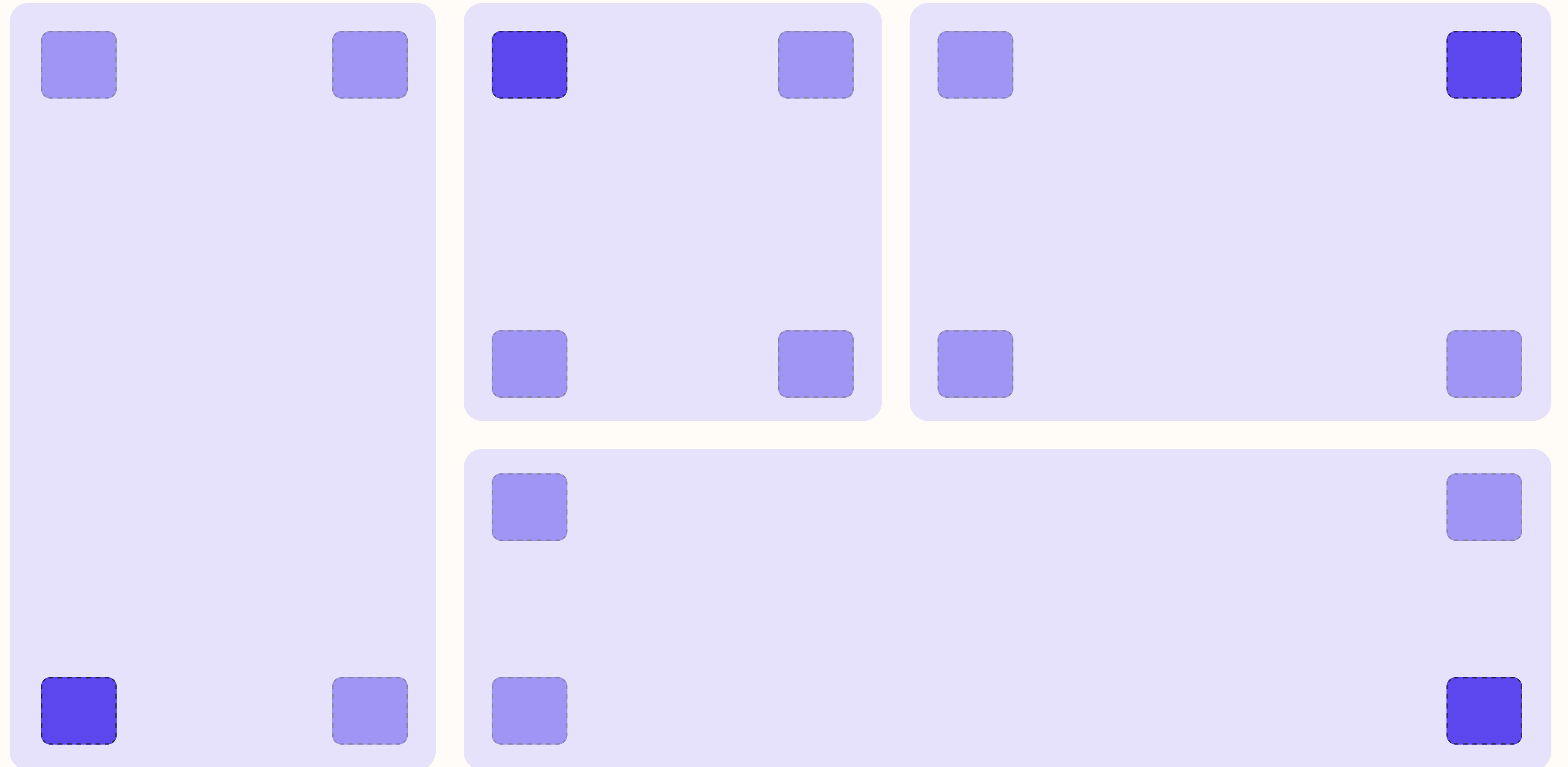
Minimal space



Optimal space

Placement

The logo should ideally be placed in the corners of the layout, always adhering to the required clear space. Central placement is reserved for exceptional cases only. This ensures a consistent brand structure while keeping the focus on the main content.



02 - 02 Colours

Main Brand Colours

Support Colours

Use Cases



Colours

Our color palette is designed to create a bold and recognizable brand presence. Indigo serves as our primary lead color and should dominate most layouts to ensure brand consistency. All other shades, such as Dark Indigo, Warm White, and our pastel tones, act as supporting colors to provide contrast, structure, and visual variety. Use them thoughtfully to complement the primary Indigo without overpowering it.

Dark Indigo

#2F2B52

90/85/15/55

PANTONE 2756C

Warm White

#FFFDF9

0/1/2/0

Mint

#D2EED6

16/0/18/0

PANTONE 351C

Rose

#FBCDD5

0/20/12/0

PANTONE 706C

Bright Gold

#F9D060

0/25/70/0

PANTONE 141 C

Soft Lavender

#E6E3FC 10/10/0/0 PANTONE 2706C

Indigo

#5B48EE 75/70/0/0 PANTONE 2726 C

Functional Colors Infographics & Slides

Beyond our core brand colors, a range of secondary shades is available. These tints are strictly reserved for use within slides, data visualizations, and the actual product interface. They must not be used in product communication or general marketing materials to maintain a bold and consistent brand presence.

Indigo

HEX	#4DABED
RGB	77/171/237
CMYK	64/20/0/0
Pantone	2725 C

Yellow

HEX	#335942
RGB	76/34/74/43
CMYK	0/0/0/0
Pantone	2295C

Mint

HEX	#BDACFD
RGB	189/172/253
CMYK	0/0/0/0
Pantone	2295C

Rose

HEX	#F16A4C
RGB	241/106/76
CMYK	0/0/0/0
Pantone	2295C

Dark Indigo

HEX	#4DABED
RGB	77/171/237
CMYK	64/20/0/0
Pantone	297C

Indigo 50

HEX	#9AA0F6
RGB	148/204/244
CMYK	44/7/0/0

Yellow 55

HEX	#FCE5A8
RGB	92/122/104
CMYK	76/34/74/43 80%

Mint 55

HEX	#E6F6E8
RGB	215/205/254
CMYK	0/0/0/0

Rose 55

HEX	#FDE3E8
RGB	244/143/112
CMYK	0/0/0/0

Dark Indigo 40

HEX	#B0ADB7
RGB	148/204/244
CMYK	44/7/0/0

Lavender

HEX	#F1F0FD
RGB	184/221/248
CMYK	31/4/0/0

Yellow 30

HEX	#FEF6DF
RGB	173/189/179
CMYK	76/34/74/43 40%

Mint 30

HEX	#F1FAF3
RGB	229/222/254
CMYK	0/0/0/0

Rose 30

HEX	#FEF5F7
RGB	249/199/183
CMYK	0/0/0/0

Dark Indigo 15

HEX	#E1DFE0
RGB	184/221/248
CMYK	31/4/0/0

Slides

UI

Data Visualizations

Colour System

Our color palette is meticulously chosen to visually communicate the balance between our two core archetypes: **the Magician** (Intelligence, Innovation) and **the Caregiver** (Warmth, Approachability).

The Caregiver

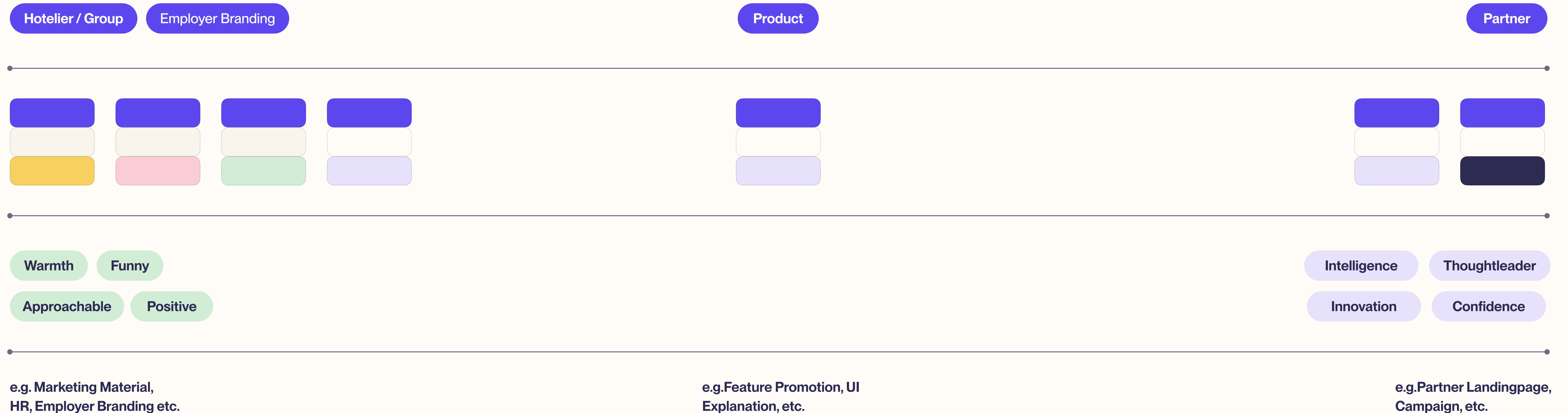
What differentiates us from competitors is our approachability, the way we care about every user, the moments of delight we optimize for. The **secondary colour yellow** signifies this part of our identity and is used to make that point with purpose.

The **light rose, light green and light indigo** serve as contextual colours. They should be used for soft background elements, human-focused stories or testimonials, to highlight successful outcomes, convey a moment of empathy or gently highlight a warning/problem.

The Magician

Indigo is our core brand colour and remains the primary choice across layouts and brand touchpoints. It communicates intelligence, experience, and excellence, and should dominate Partner communication to ensure strong brand consistency and recognition.

The **darker indigo** may be used selectively within Partner and technical materials as a subtle accent. Applied sparingly, such as in supporting backgrounds, dividers, or small formal elements, it adds depth and structure while reinforcing a sense of confidence and thought leadership.



Do's & Don'ts

To ensure visual consistency and brand integrity when using our color palette, please follow these guidelines:

- Always use Indigo in your layouts
- Avoid combining two support colors
- Full bleed layouts are set in warm white.
- Choose high contrast colors for type to ensure legibility and accessibility

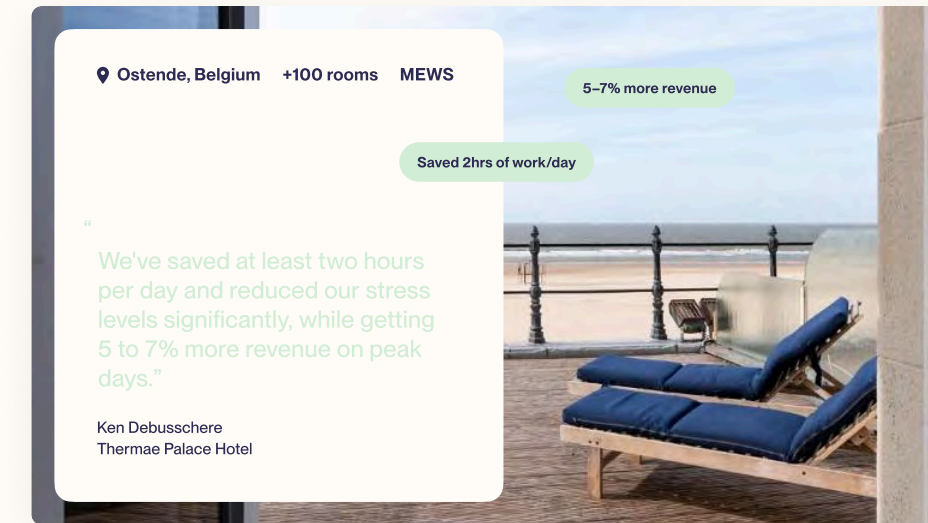
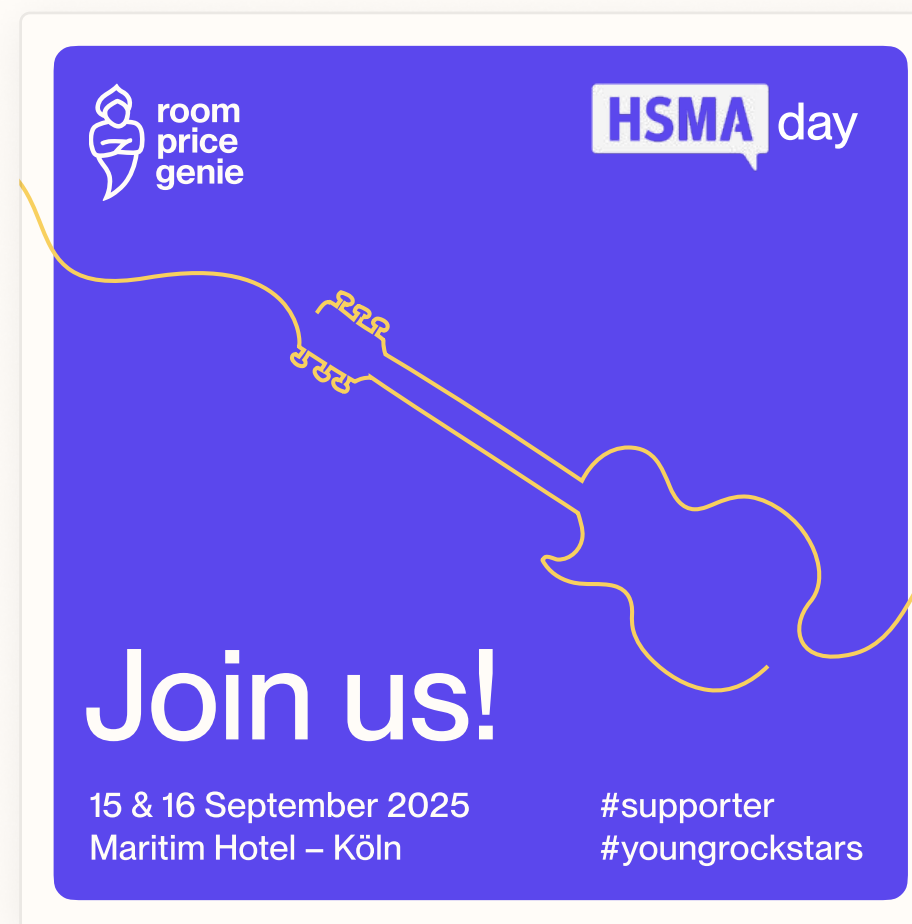
Do

Use one support color for Image Backgrounds, Chips and Metaphor.



Use Warm White for Backgrounds

Use a support color to guide the layout's focus.



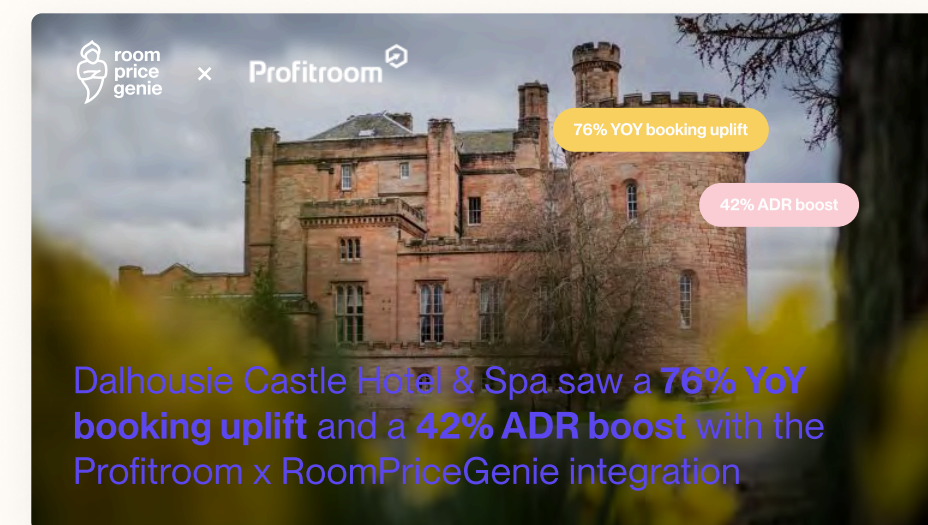
Don't

Do not create layouts without the main brand color indigo

Don't set Headlines in other colors than Indigo or Dark Indigo.

Do not use full-bleed colored backgrounds.

Don't mix colors in headlines.



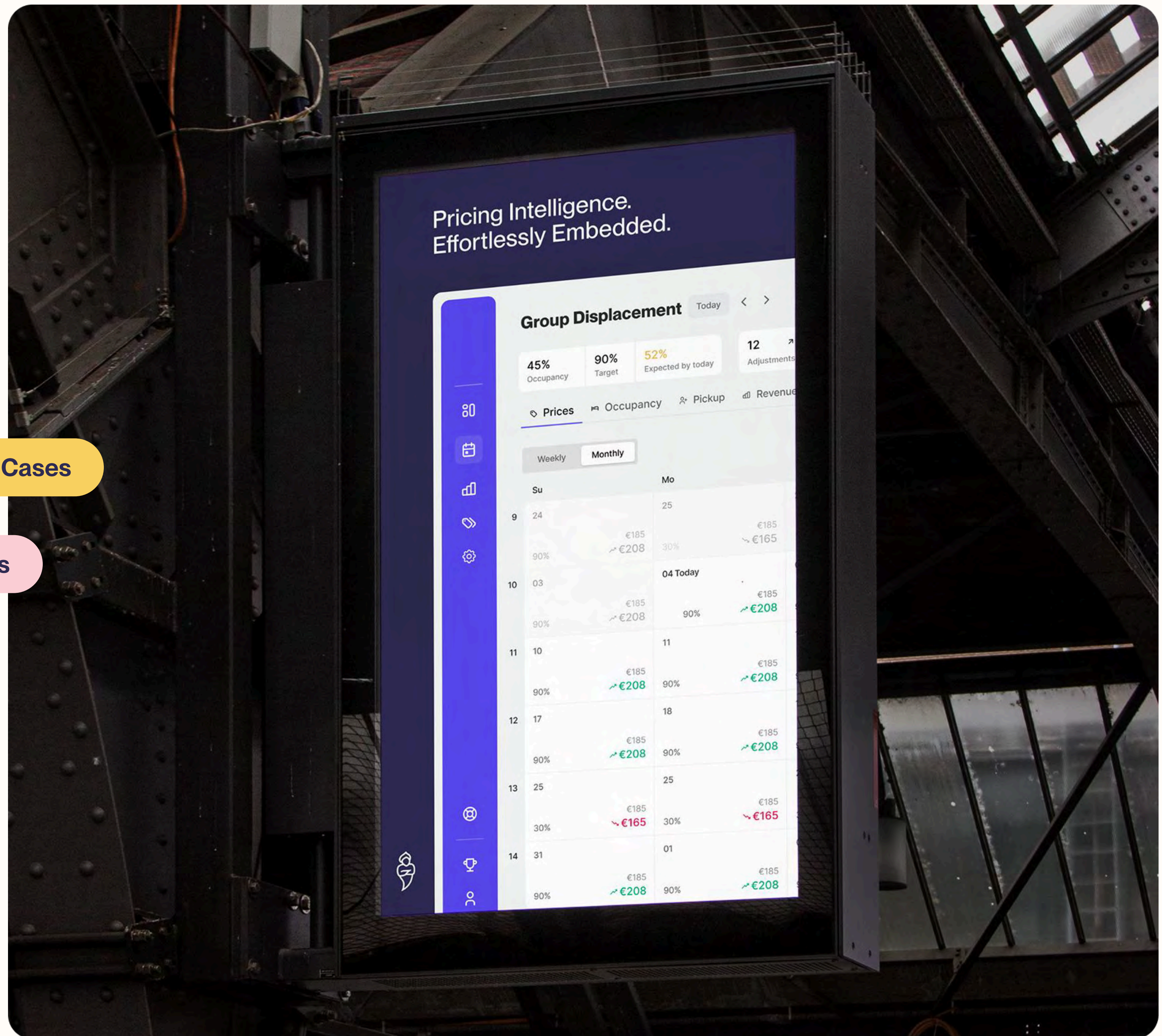
Limit yourself to Indigo and one additional support color.

Do not use low contrast colors on imagery or chips.

Use Cases

Do's and Don'ts

02 - 03 Typography



Our Primary Font: PP Neue Montreal

Our brand identity is centered around the typeface PP Neue Montreal, a font that perfectly balances technical precision with a distinct personality. We selected PP Neue Montreal specifically for its ability to appear modern and professional while maintaining an approachable, friendly warmth. Its most notable feature is the expressive, idiosyncratic "g," which adds a layer of visual interest and character to our headlines.

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9 ! " § \$ % & / () = ? @ €

Regular
 Medium
SemiBold

Alternate Font

Use the Google Font "Inter" wherever the custom font is not applicable.

Rr Pp Gg

How to use

To ensure high readability and a consistent brand voice, we apply Greed with a focus on hierarchy and structure. The following rules define how to set our type—from bold headline treatments to functional body copy—ensuring our unique personality remains clear and professional across all formats.

Headlines are set in lower case letters. We do not use all caps or different sizes in headlines.

Neue Montreal, LH 110%, LS 1%

We use a subheadline styling for intros, quotes and statements.

Medium, LH 125%, LS 1%

Facts & Figures

Semibold, LH 105%, LS 2%

Textblock headlines are set in the same size as the body text.

Semibold, LH 150%, LS 1%

Text is set with a greater line height to ensure legibility

Regular, LH 150%, LS 1%

RoomPriceGenie works seamlessly with your existing solution

“We've saved at least two hours per day and reduced our stress levels significantly, while getting 5 to 7% more revenue on peak days.”

📍 Ostende, Belgium +100 rooms MEWS

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, kasd gubergren, no sea takimata sanctus est Lorem ips sed diam nonumy eirmod tempor invidunt ut labore et dol

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Do's & Don'ts

To ensure our typography remains consistent and professional, please follow these guidelines for using Greed. Adhering to these rules maintains our brand's unique personality and ensures maximum legibility across all applications.

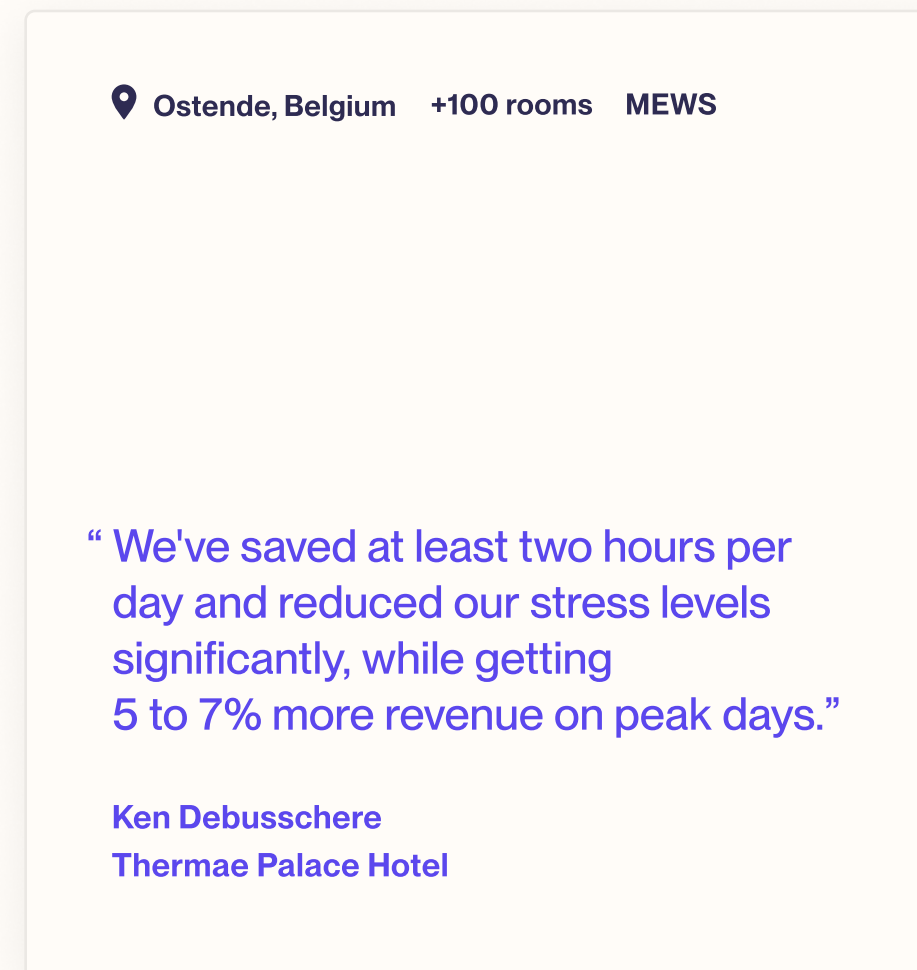


Do

We set the headline in lower case, using only one colour and size.

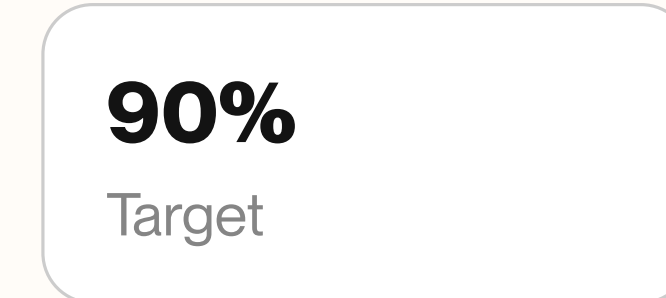
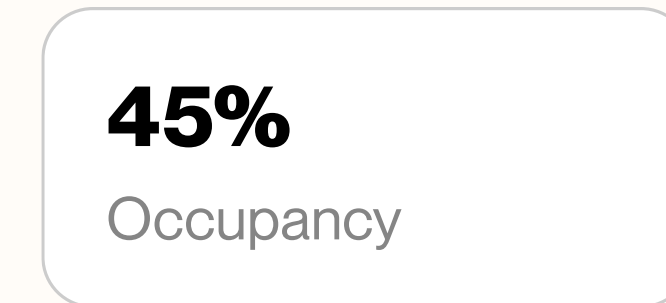


We use Medium for longer statements and quotes, Semibold for Facts & Figures.

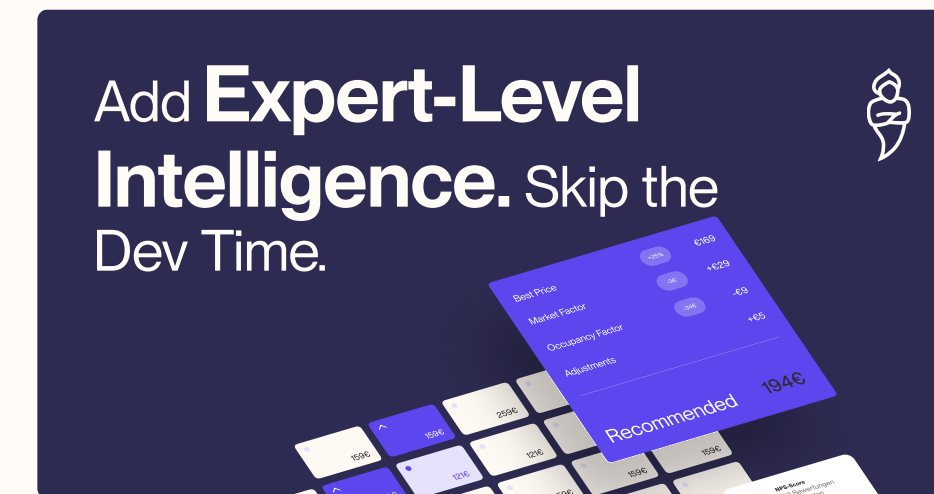


Don't

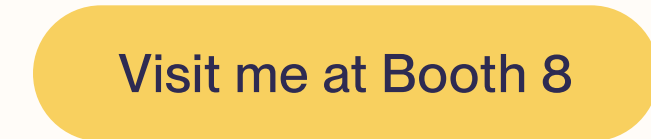
Don't use other styles than regular, medium and semibold.



Don't mix styles and sizes in headlines.



Do not use other styles than Semibold in chips.



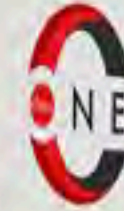


Webinar

Más ingresos y menos trabajo: La integración de RoomPriceGenie y ClassOne para hoteleros

8 de octubre, 2025

11:00 CEST



Speaker



Dzenad Custovic



Elisa Haberkorn

Regístrate

02 - 04 Genie

Poses

Use Cases

Generating the Genie



The Genie

The Genie isn't a mascot—he's the RoomPriceGenie promise made visible: simple, clear, and smart.

He turns complex pricing into something effortless and human.

He speaks through body language—calm posture, intentional gestures, and expressive hands.

Always friendly, always professional, always in control, and just a little bit too cool too!

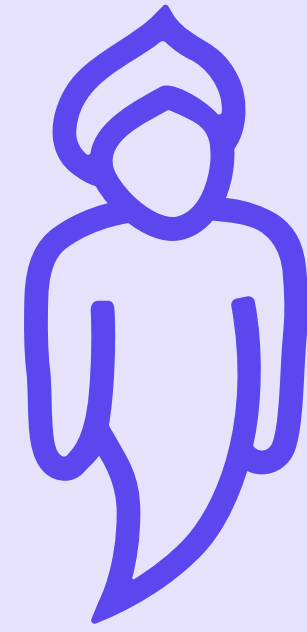


Expressions

The Genie speaks through body language. He expresses intent, tone and emotion through subtle shifts in posture and gesture. Arms and hands are key—every movement is intentional, simple and non-verbal.



Idle (Logo)



Idle



Joy



Calm



Analyzing



Attention



Invite

Genie with objects

The Genie is flexible—but not random.

He can interact with objects, but they should be kept as simple and self-explanatory as possible. Instead of putting too many detail in the Genie itself, use the style element of the line to visualize further details in the background the character can interact with.



Laptop



Research



Campfire



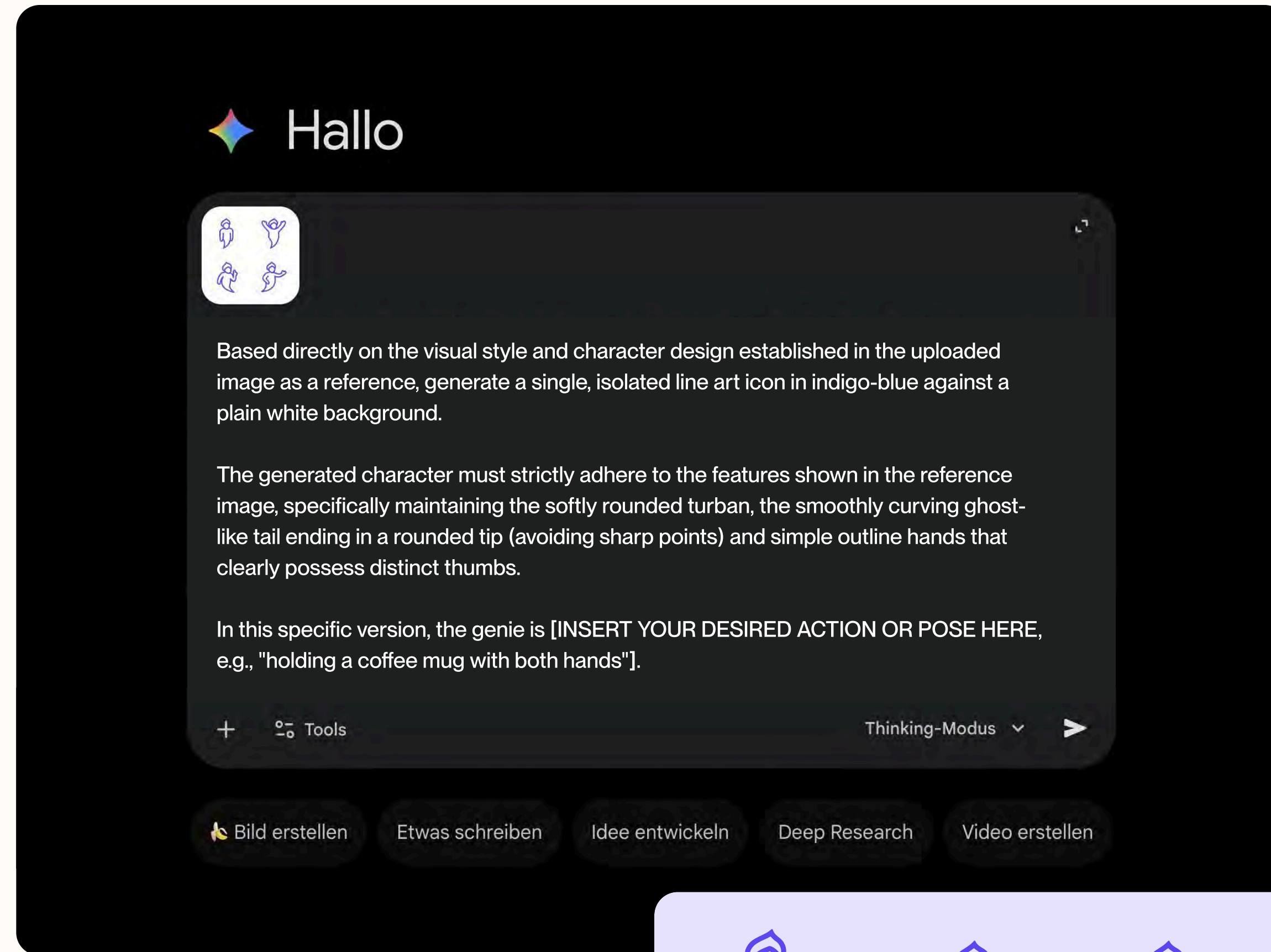
Telescope

Creating a new Genie

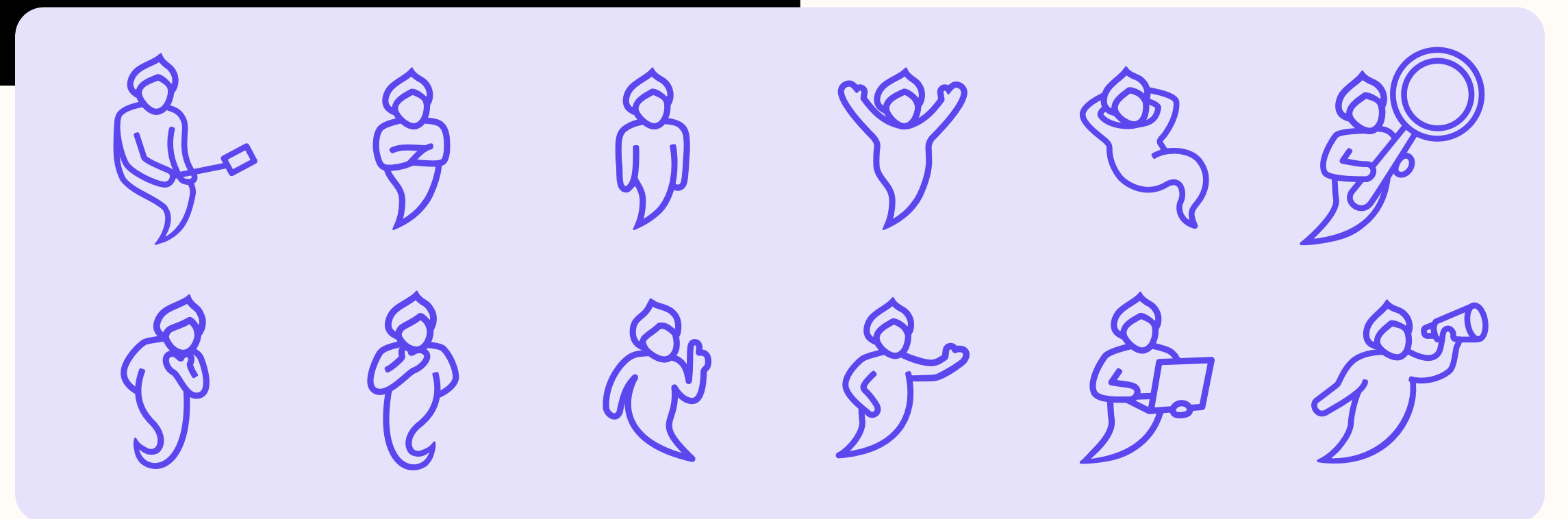
Step 1

To quickly draft a new Genie, we recommend using Google Gemini's image generator "Nano Banana."

Upload the prepared gallery of Genies, paste the prompt into the chat interface and in the final paragraph specify what the new Genie should look like.



← Ready for copying



Creating a new Genie

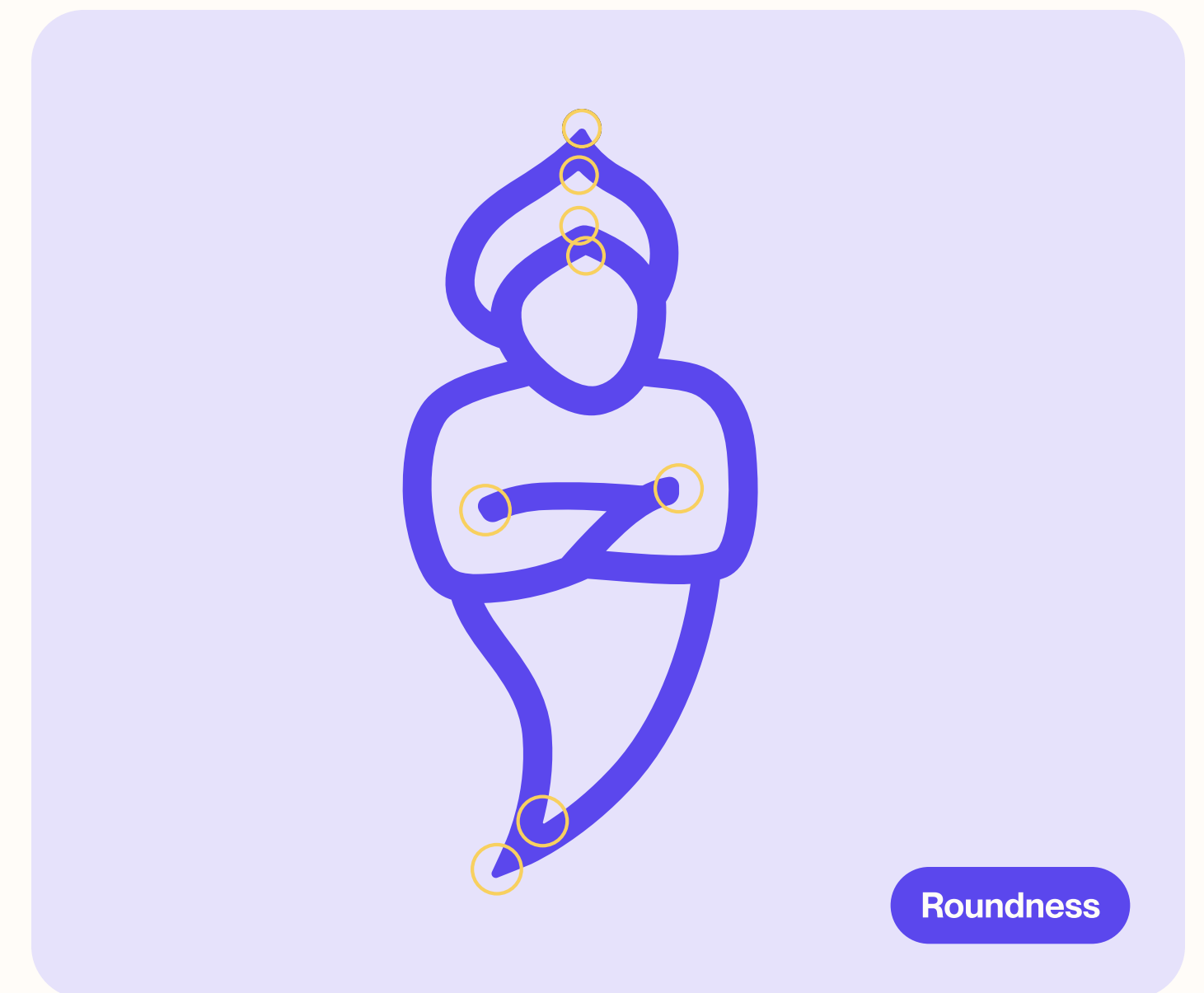
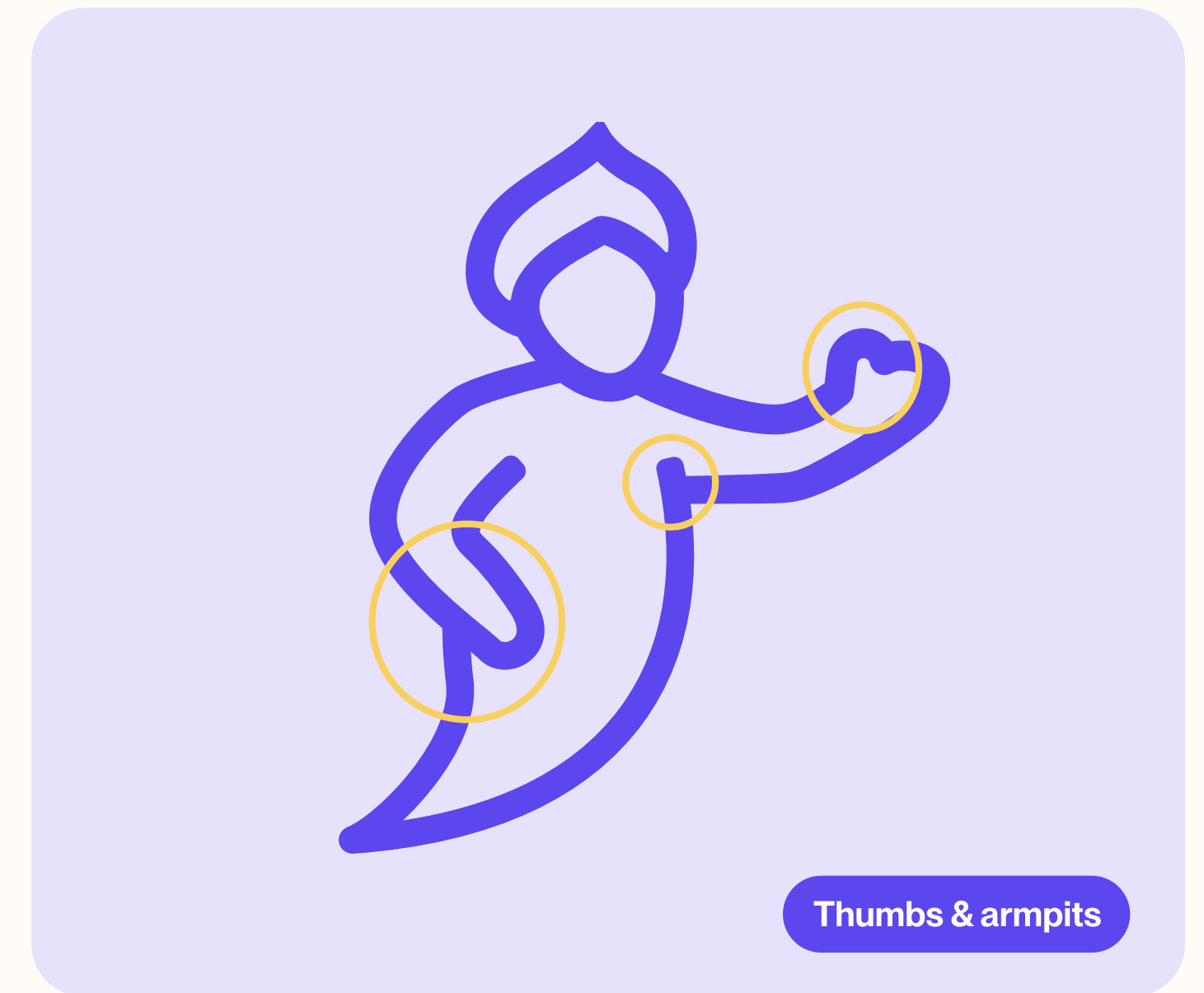
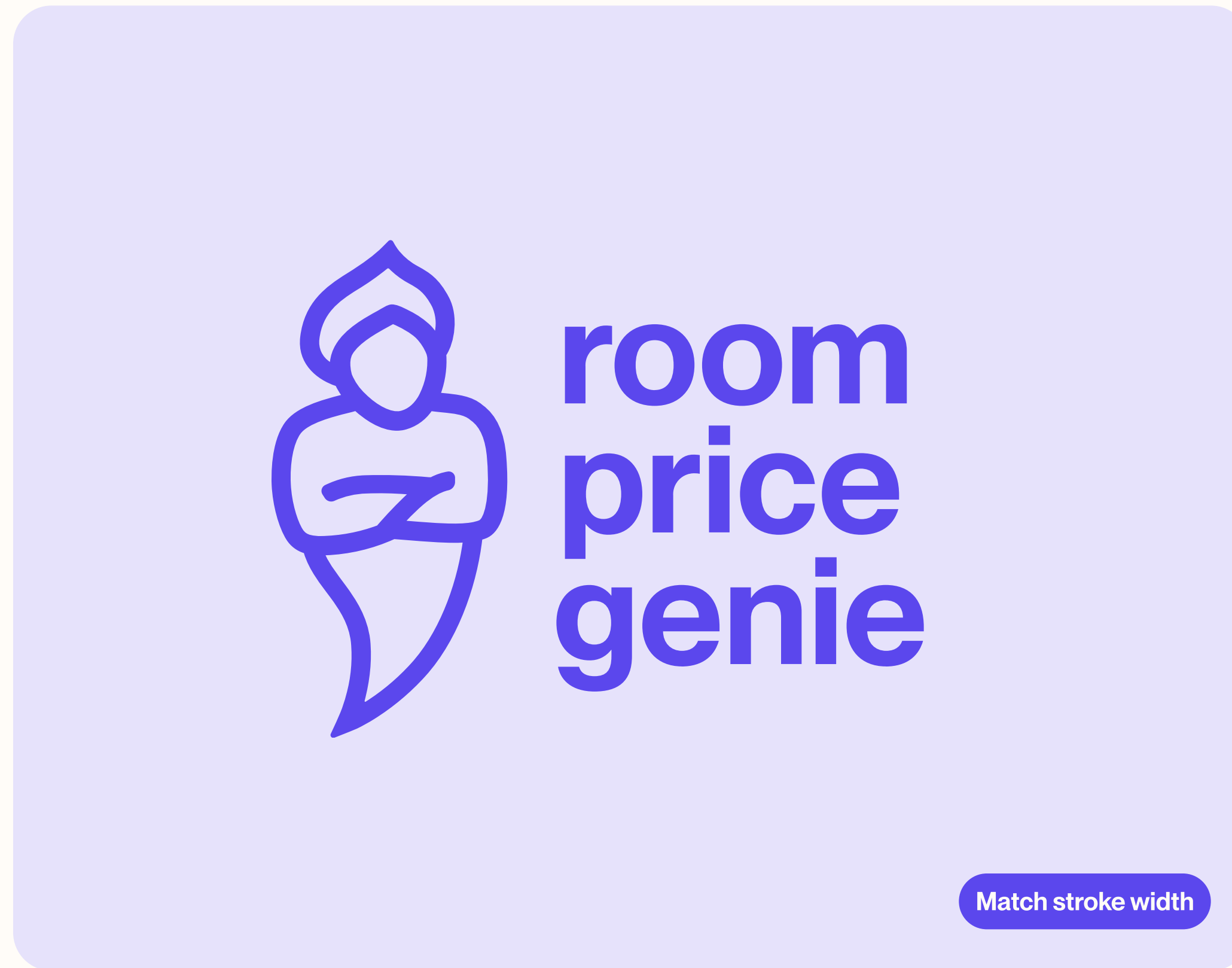
Step 2

Once the generated image meets your expectations, import it into Adobe Illustrator and recreate the graphic.

Pay attention to the following:

- Ensure the thumbs are depicted correctly, if present.
- Keep the design as simple as possible by avoiding unnecessary details.
- Make sure the ends and sharp points of the vectors remain angular.
- Use only the predefined Genie colors, (White, Dark White, Indigo)
- Match the stroke width to the heading category the Genie belongs to.

When everything is complete, convert the strokes to outline paths so you can properly round the curves on the turban, the tail and the underarms.



Indigo

HEX #4DABED
 CMYK 64/20/0/0
 Pantone PANTONE 297C

Dark Indigo

HEX #2F2B52
 CMYK 90/85/15/55
 Pantone PANTONE 2756C

Warm White

HEX #FFDF9
 CMYK 0/1/2/0
 Pantone PANTONE 351C

Do's

Please use the Genie as following:

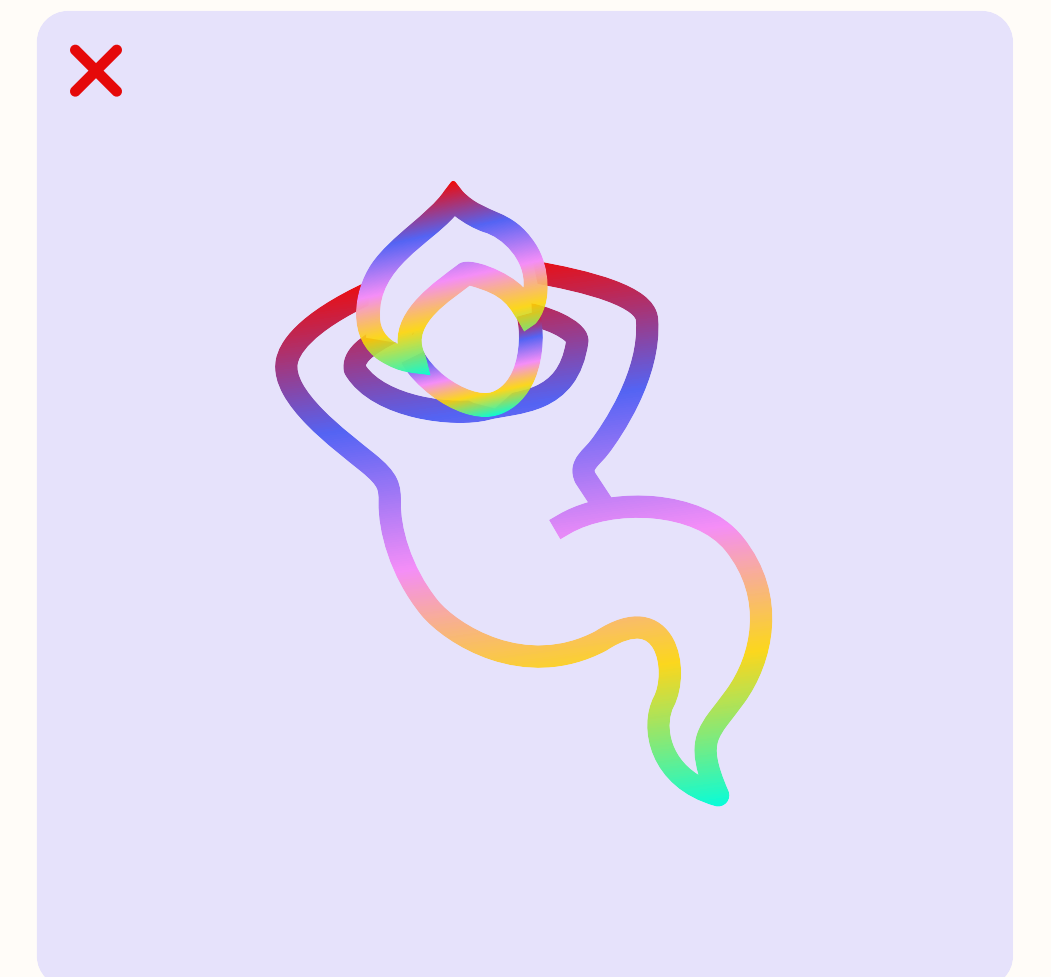
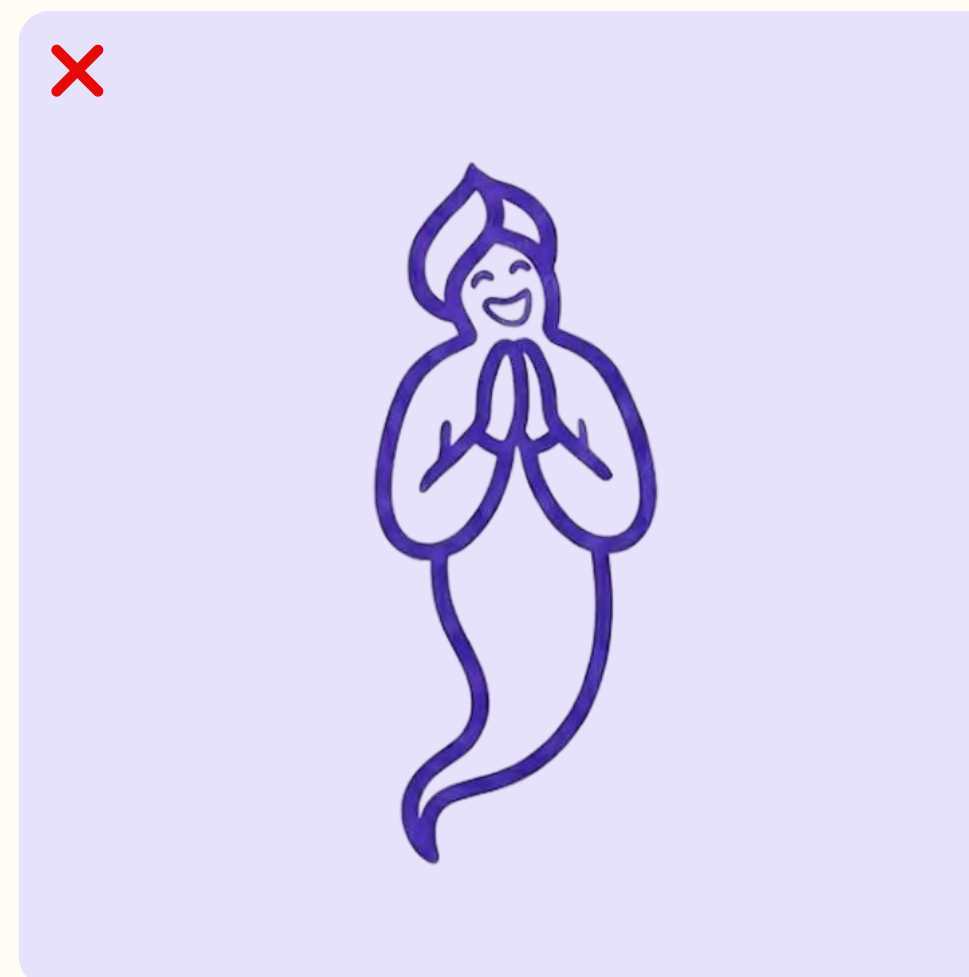
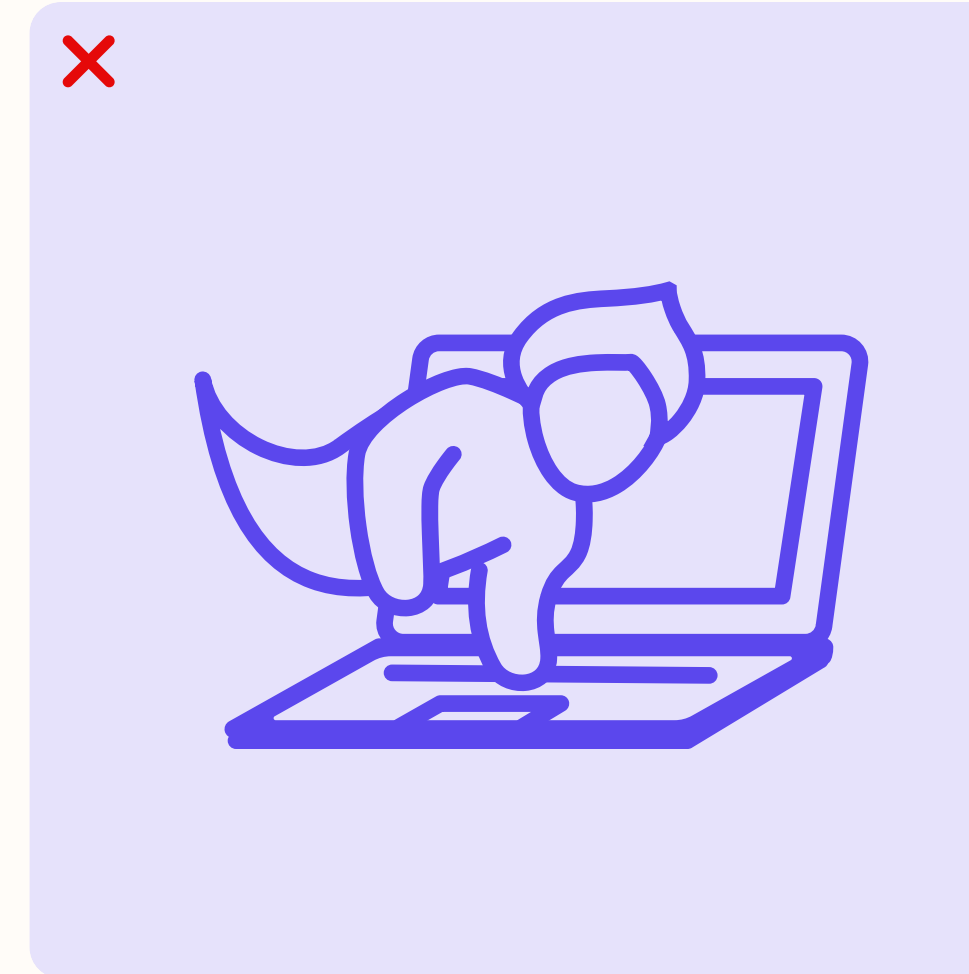
- Express emotion through posture and silhouette
- Use props only when they serve context
- Maintain the rough 1:1 ratio unless format demands otherwise
- Stay within the brand's line weight and color logic
- Use thumbs whenever it adds to the expression or is necessary to portray an action
- Use it on any brand color



Don'ts

Please do not use the Genie in the following cases:

- Don't add facial features or multiple singular fingers
- Don't use non-genie colors or gradients
- Don't get too detailed
- Don't add legs

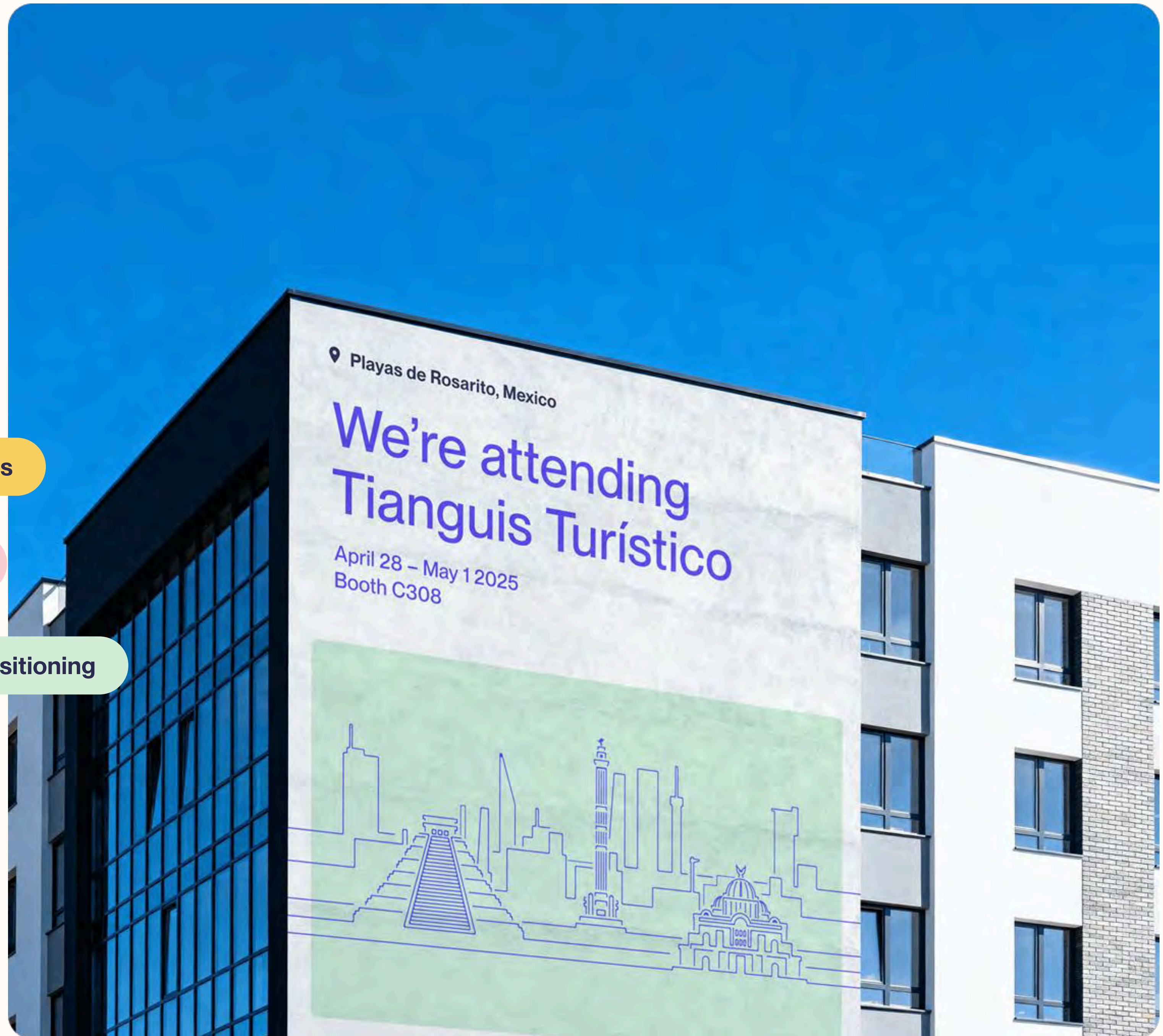


Sizes

Color Usage

Positioning

02 - 05 Metaphor

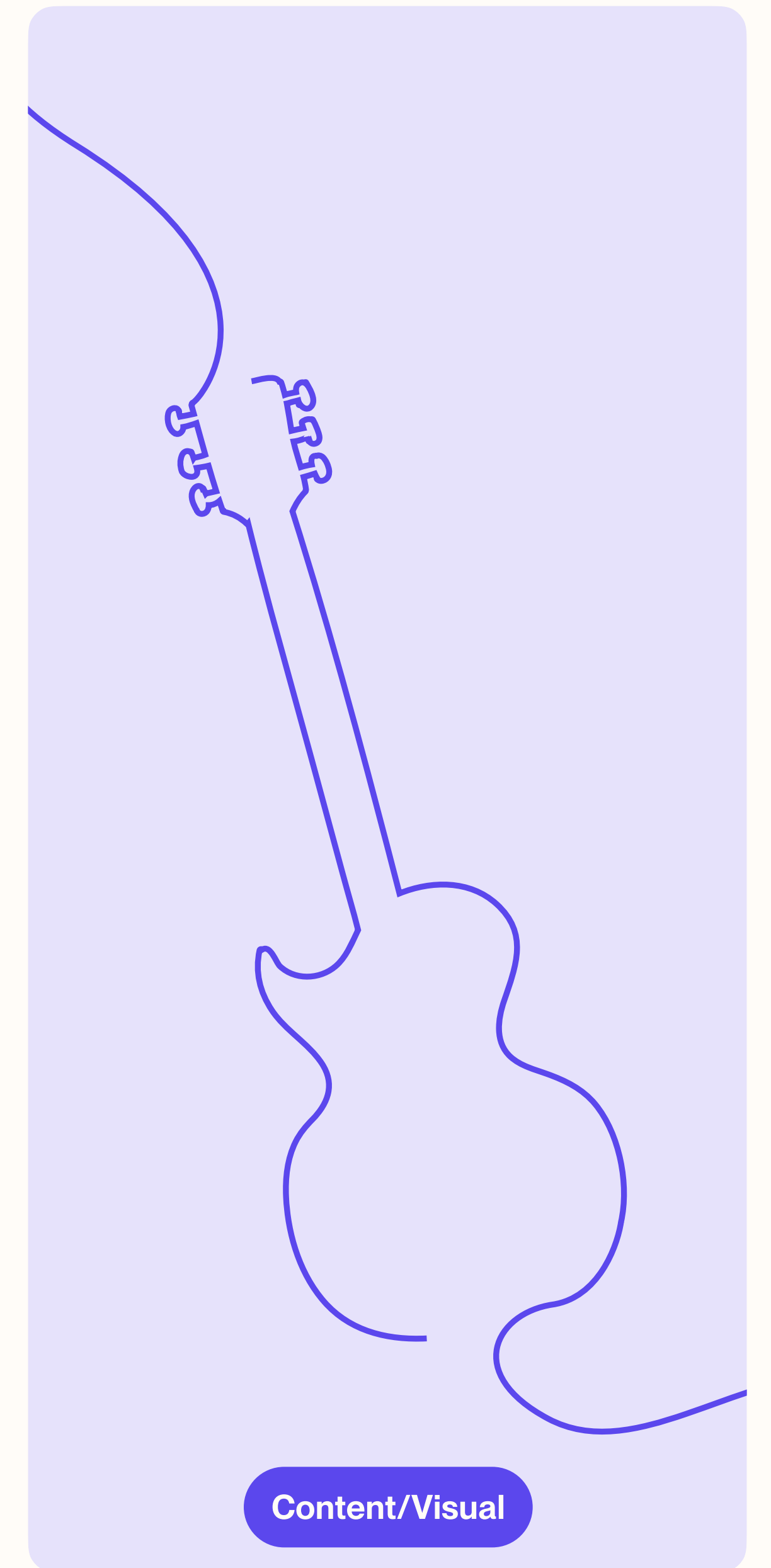
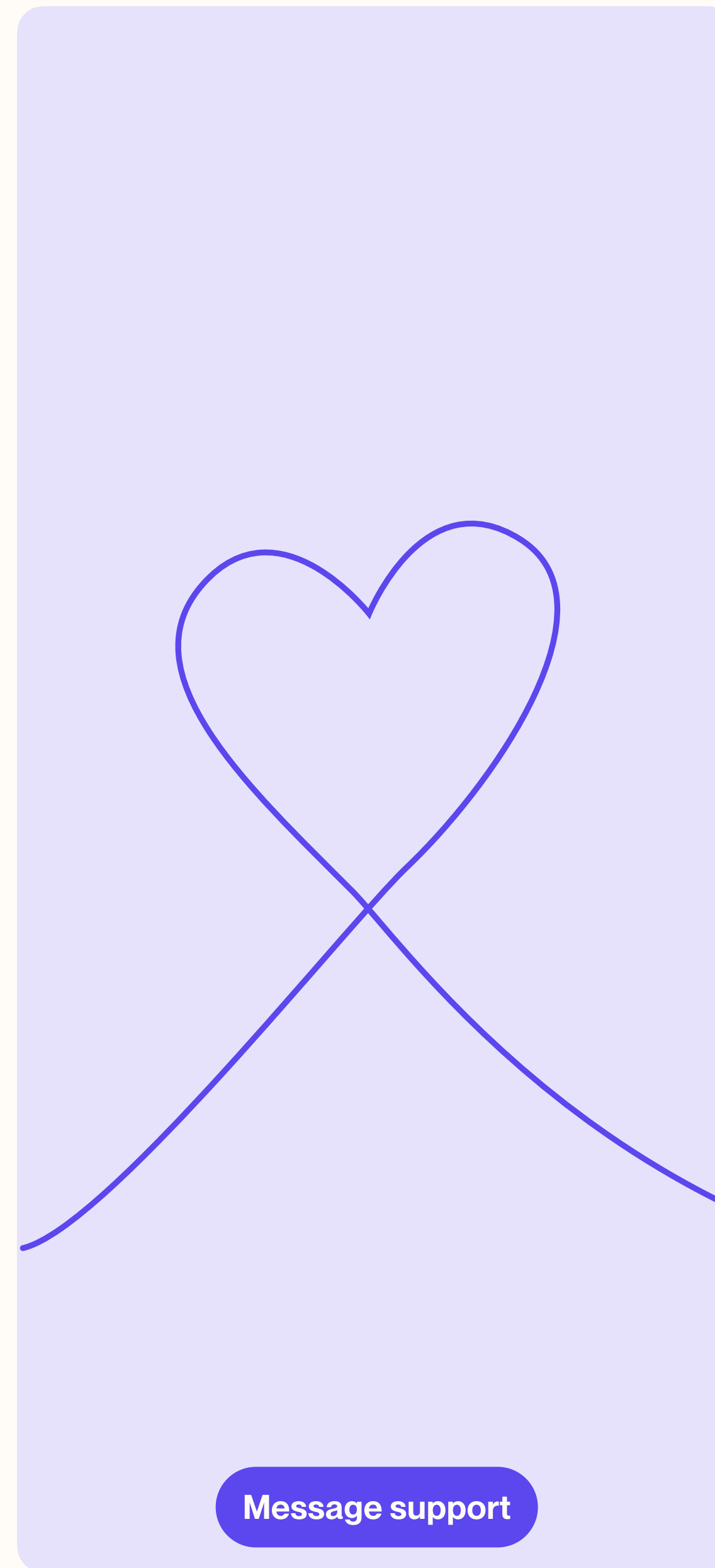
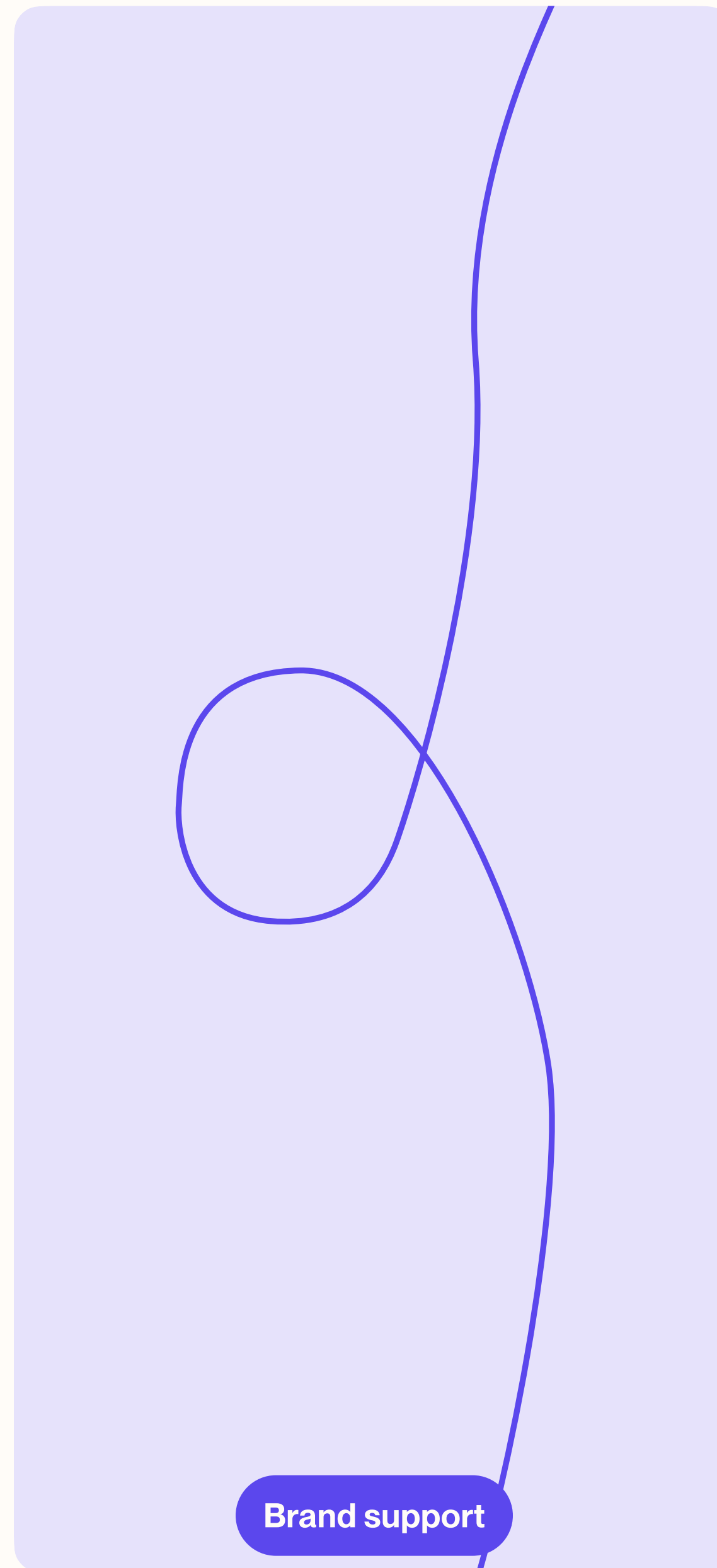


The “red” line through our brand.

Our lines are useful symbols of connection that also show how we think. We guide our customers along the right path to success by simplifying complex technological solutions down to easily graspable ideas.

We use three stages of the metaphor:

- as brand element to support and add warmth to clean layouts
- As message support by visualizing the topic
- As main visual



Brand support

The Line

Intertwined lines serve as a sophisticated visual layer to enhance reduced or information-heavy touchpoints. By introducing these playful elements, we infuse the overall brand aesthetic with a sense of warmth and approachability, balancing technical clarity with a human touch.

Do

- use the line in the background
- use it only where it supports the case
- use support colors
- Rule of Thumb: Ensure the line weight consistently matches the stroke thickness of the typeface in Medium weight

Don't

- Don't use more than one line
- Don't use large strokewidths
- Don't overlay relevant information
- Don't overcrowd the layout



Message support

Decorative Lines

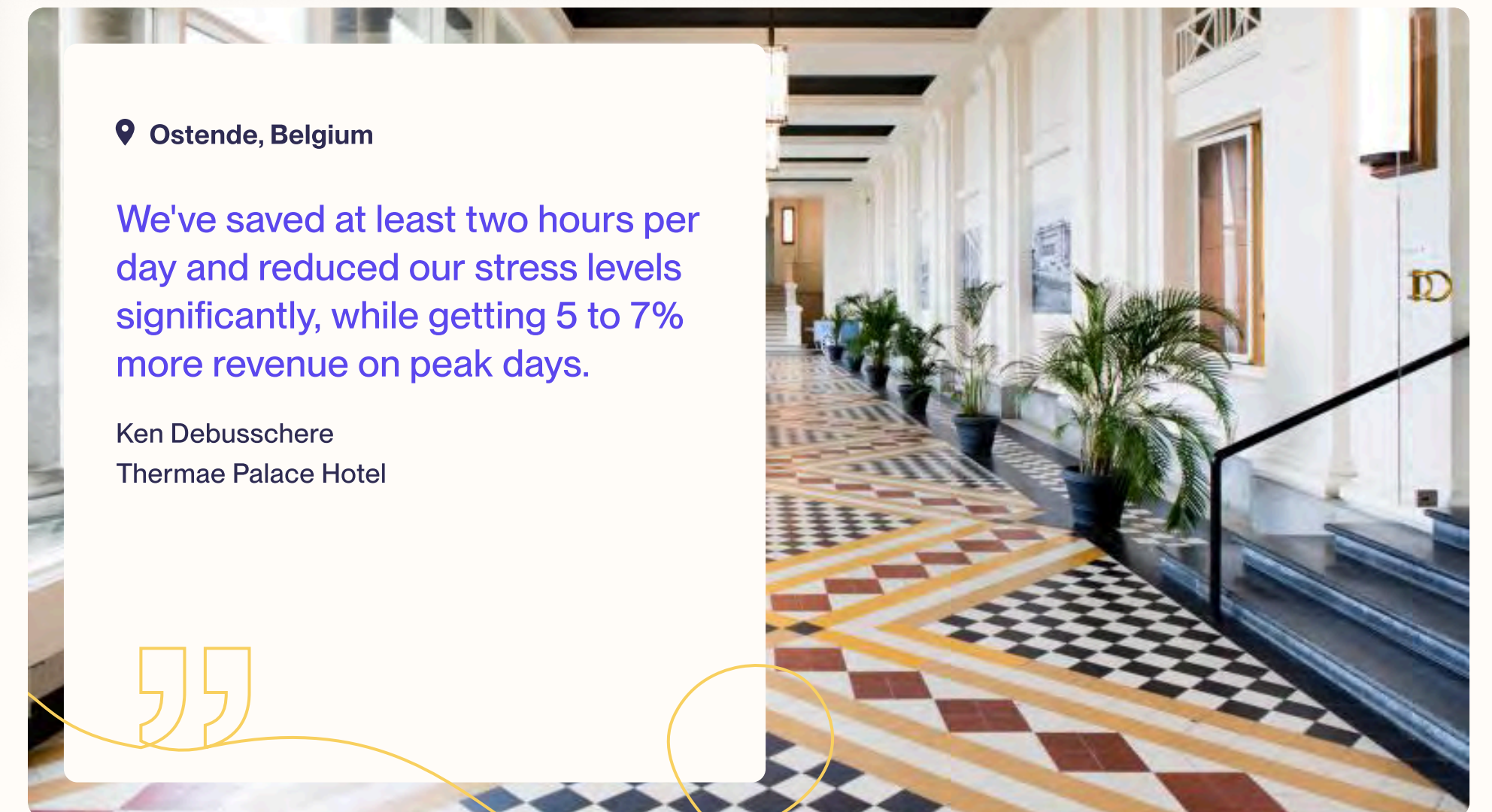
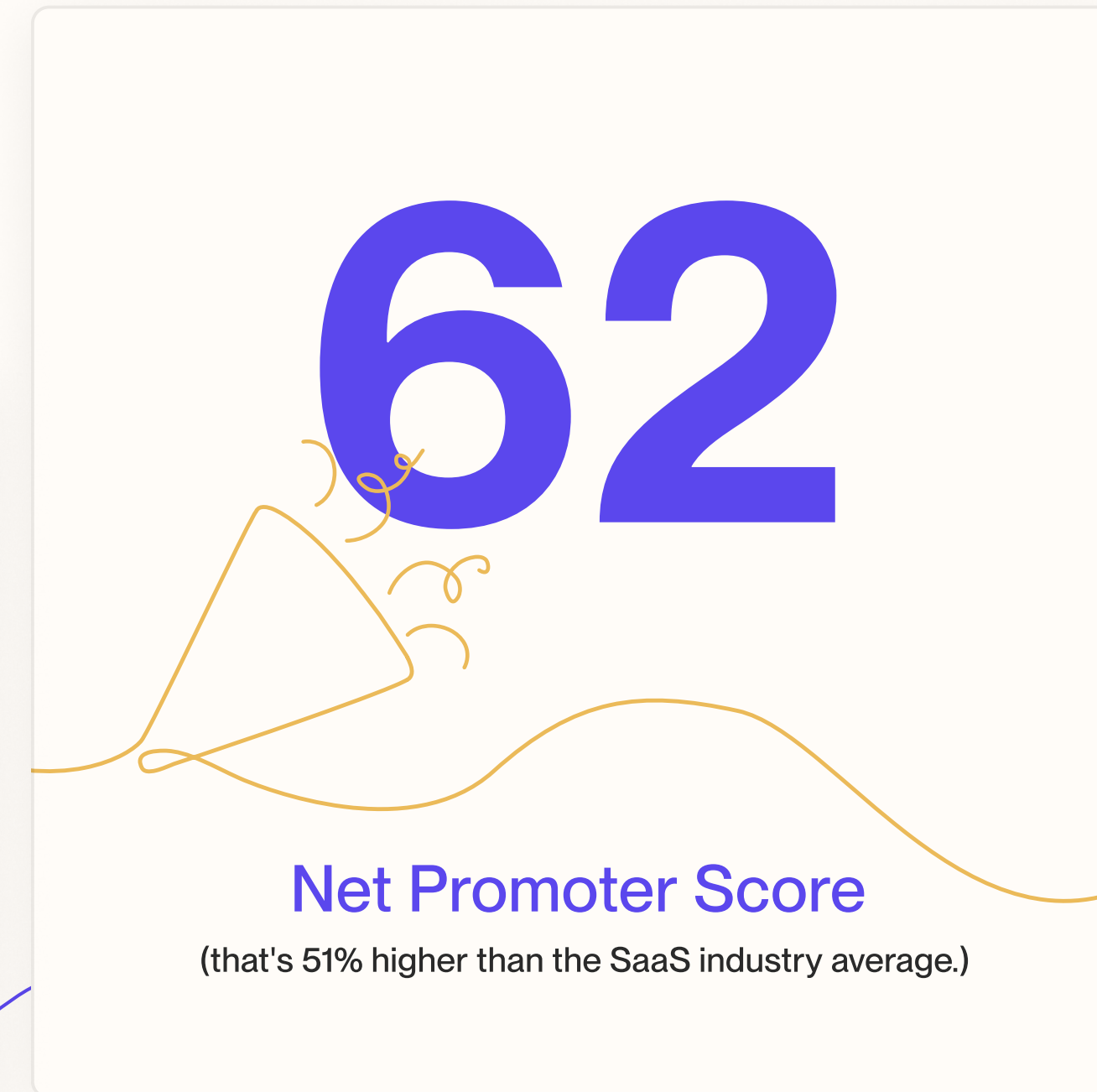
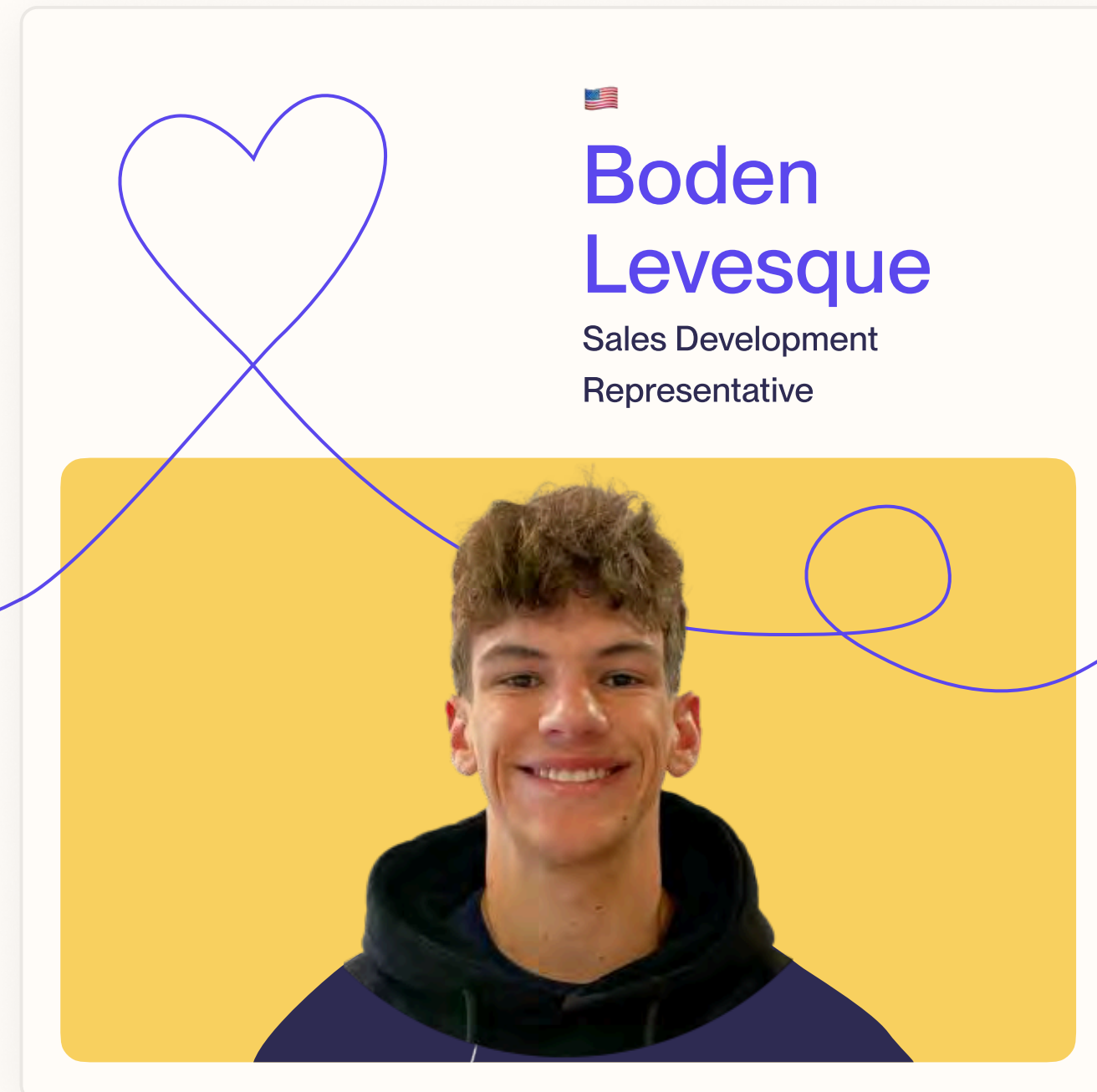
Beyond their decorative use, the intertwined lines can be used conceptually to illustrate and emphasize specific messaging. Whether forming a heart for HR topics or symbols like quotation marks and celebratory elements for milestones, the lines should always remain abstract and simple, reinforcing the core narrative through subtle, purposeful shapes.

Do

- use simple symbols
- use the line in the background
- use it only where it supports the case
- use support colors
- Rule of Thumb: Ensure the line weight consistently matches the stroke thickness of the typeface in Medium weight

Don't

- Don't use large strokewidths
- Don't overlay relevant information
- Don't overcrowd the layout



Content/Visuals

Illustrations

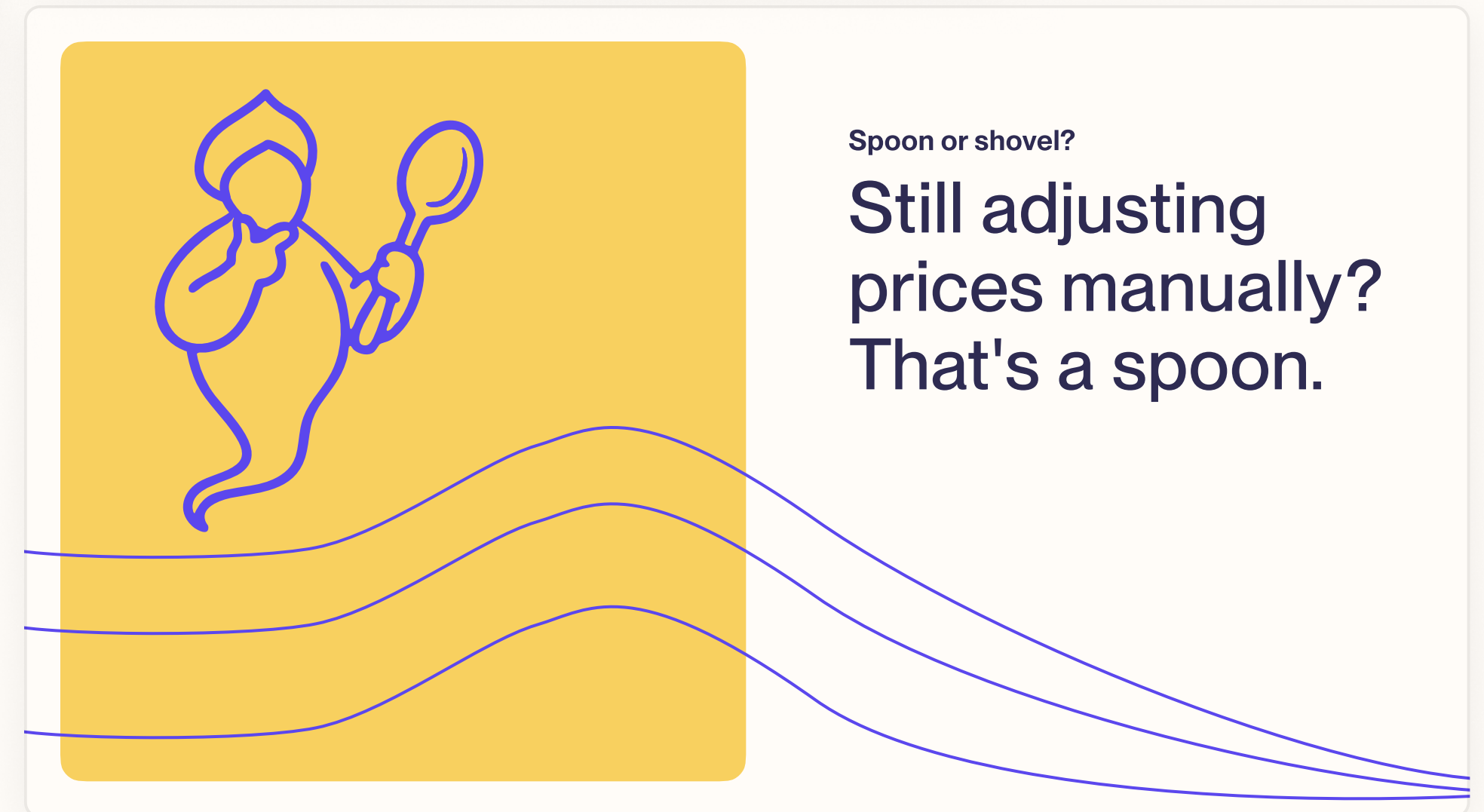
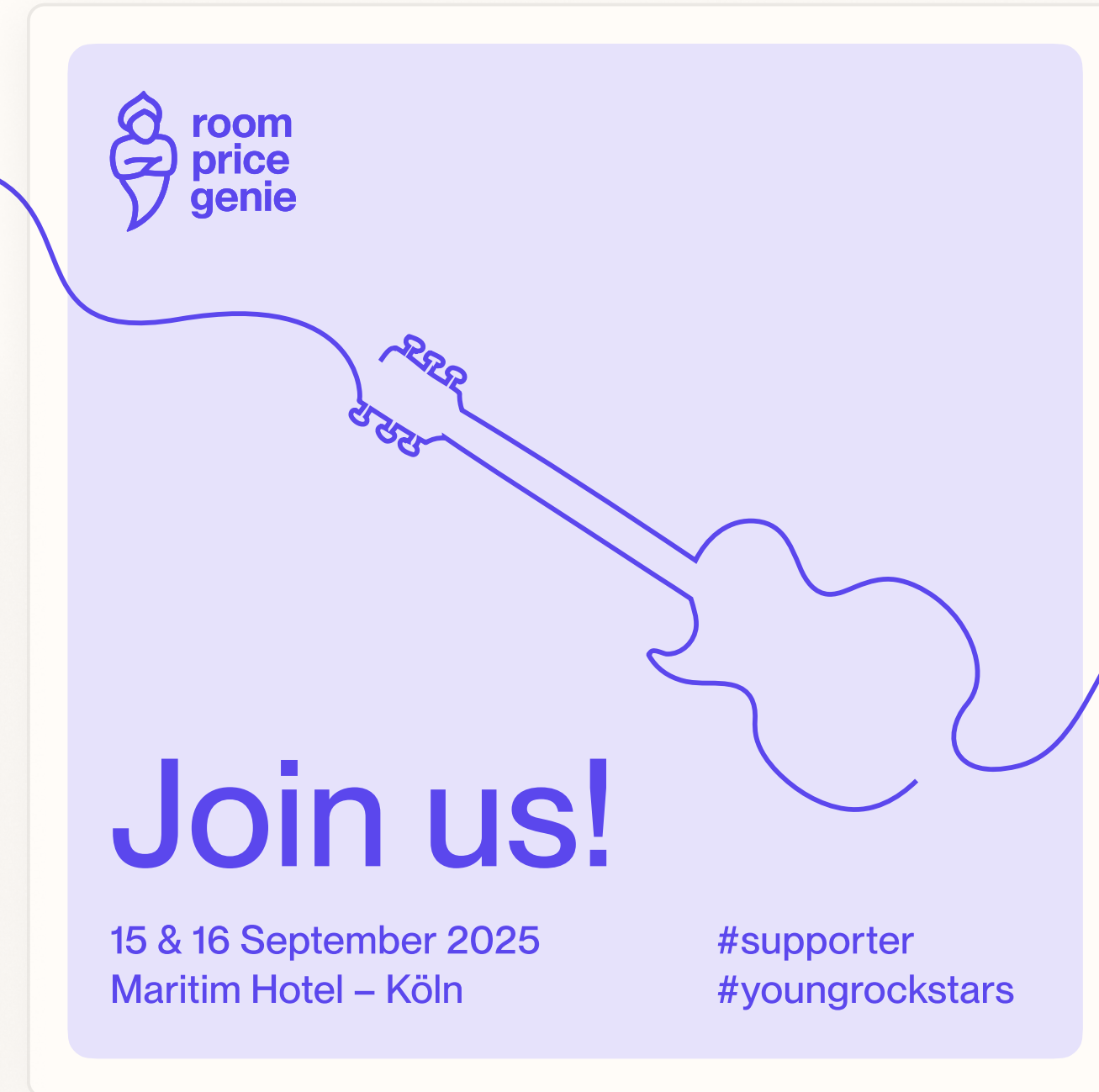
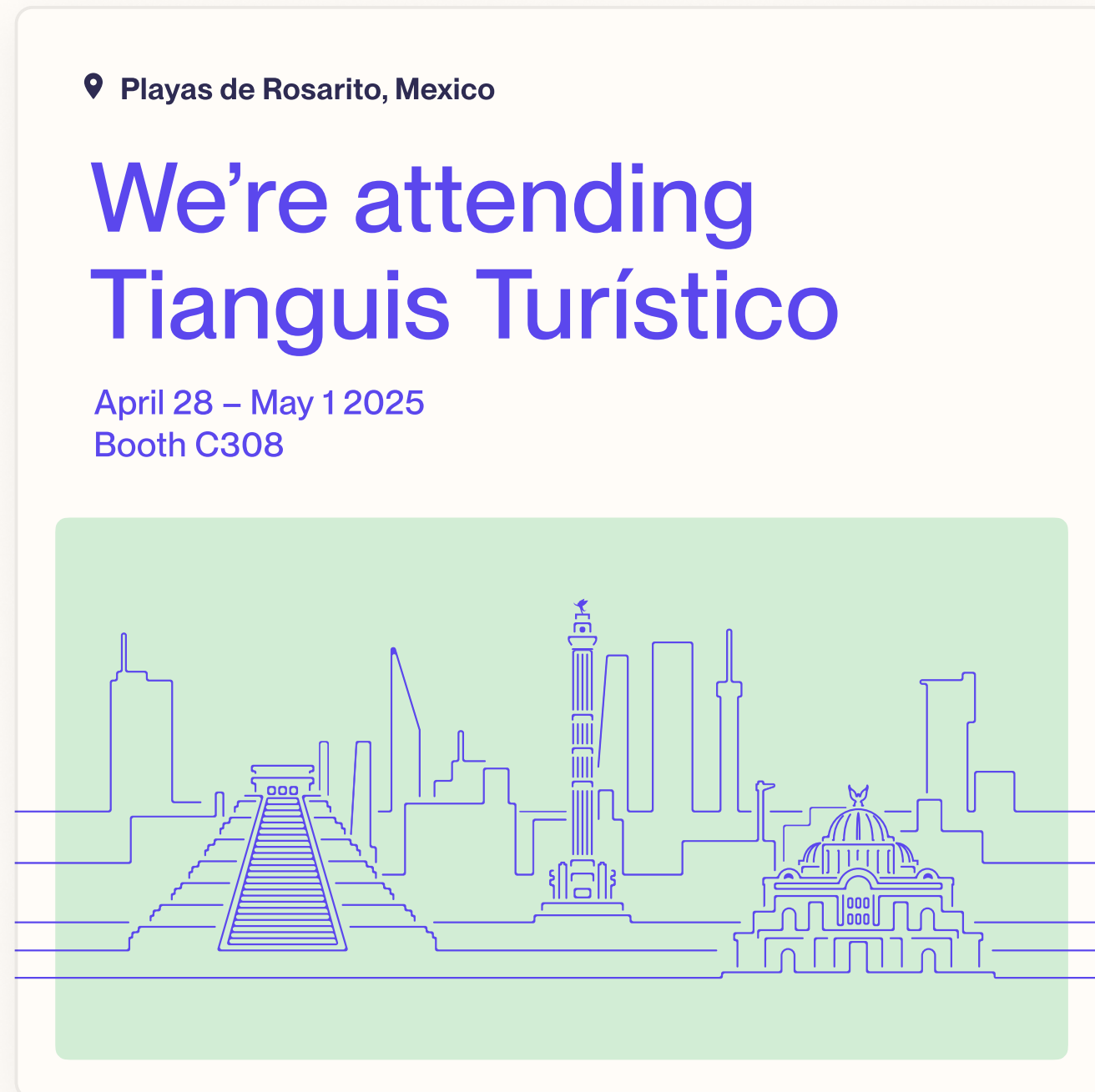
When shifting from imagery to illustration, the intertwined lines evolve into detailed line drawings. This transition unlocks a versatile range of on-brand design possibilities, allowing for highly customized visuals—such as location-specific motifs for trade fairs—that remain deeply connected to our core aesthetic.

Do

- Use consistent stroke width
- Use support colors
- Rule of Thumb: Ensure the line weight consistently matches the stroke thickness of the typeface in Medium weight

Don't

- Don't use large strowidths
- Don't overlay relevant information
- Don't overcrowd the layout
- Avoid using stock illustrations with specific art styles that deviate from our brand aesthetic.

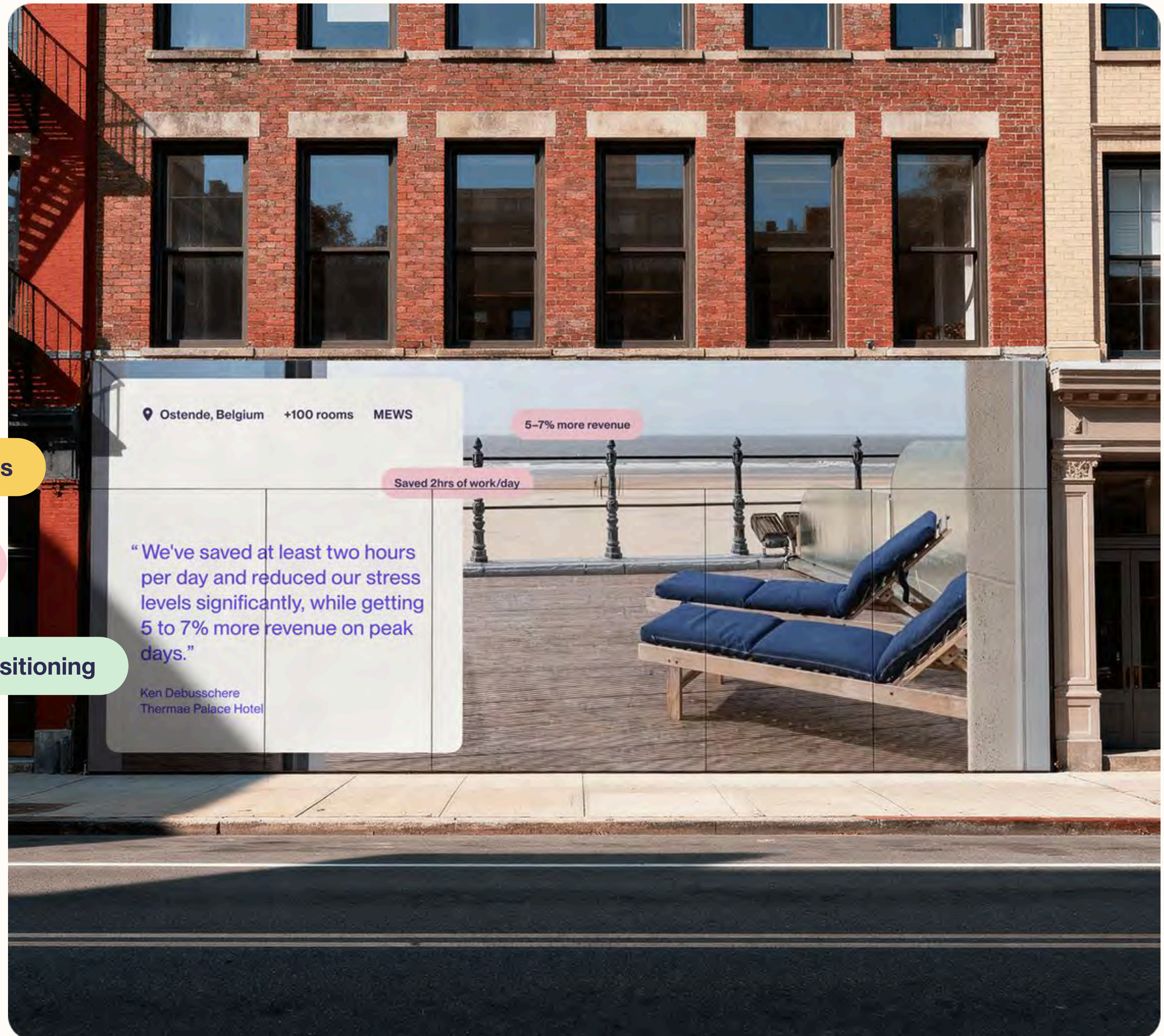


Sizes

Color Usage

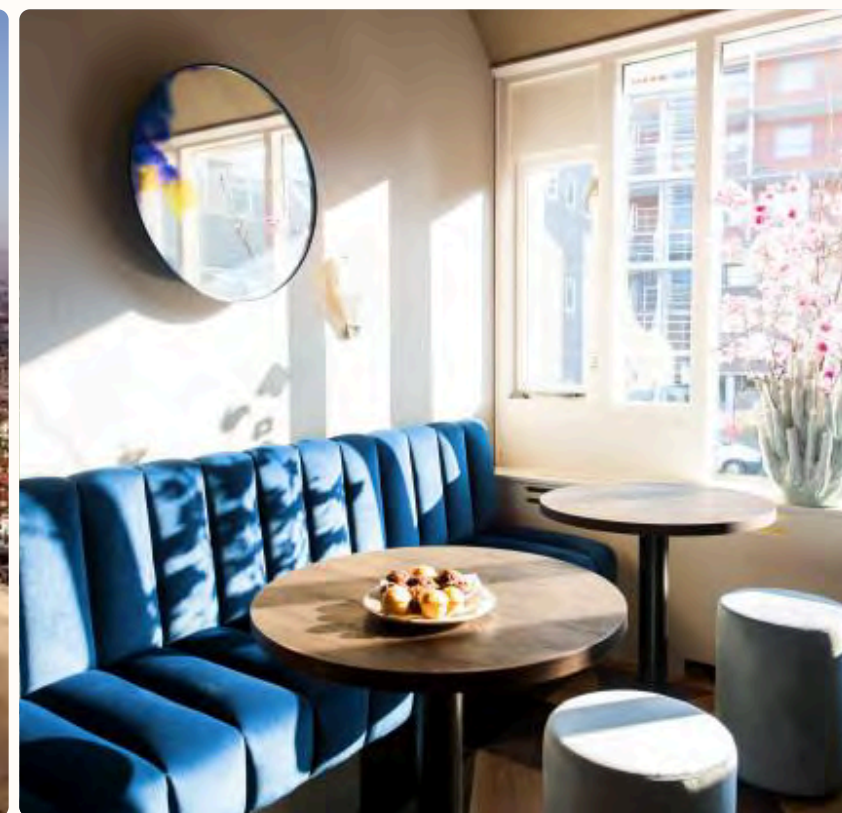
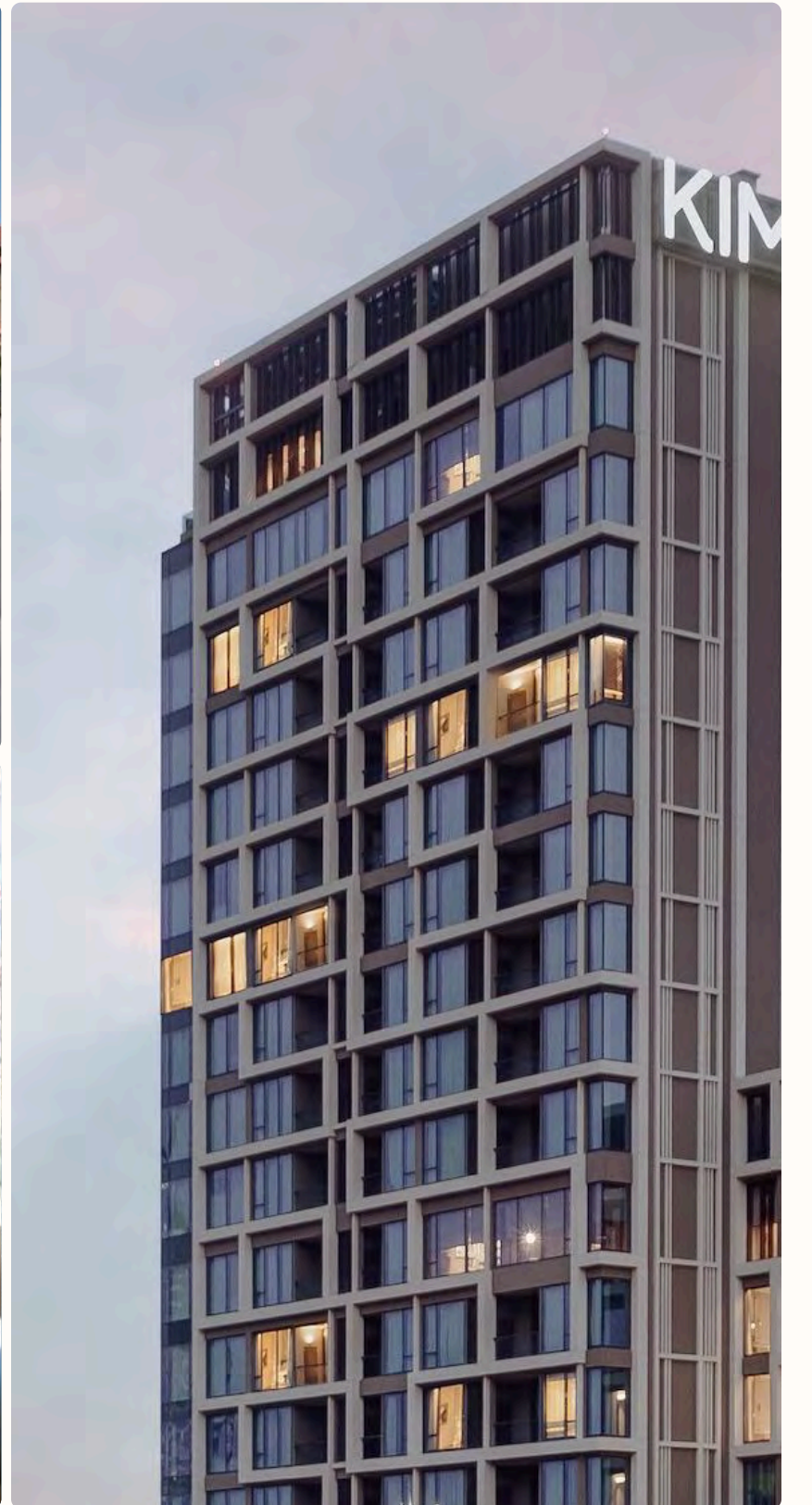
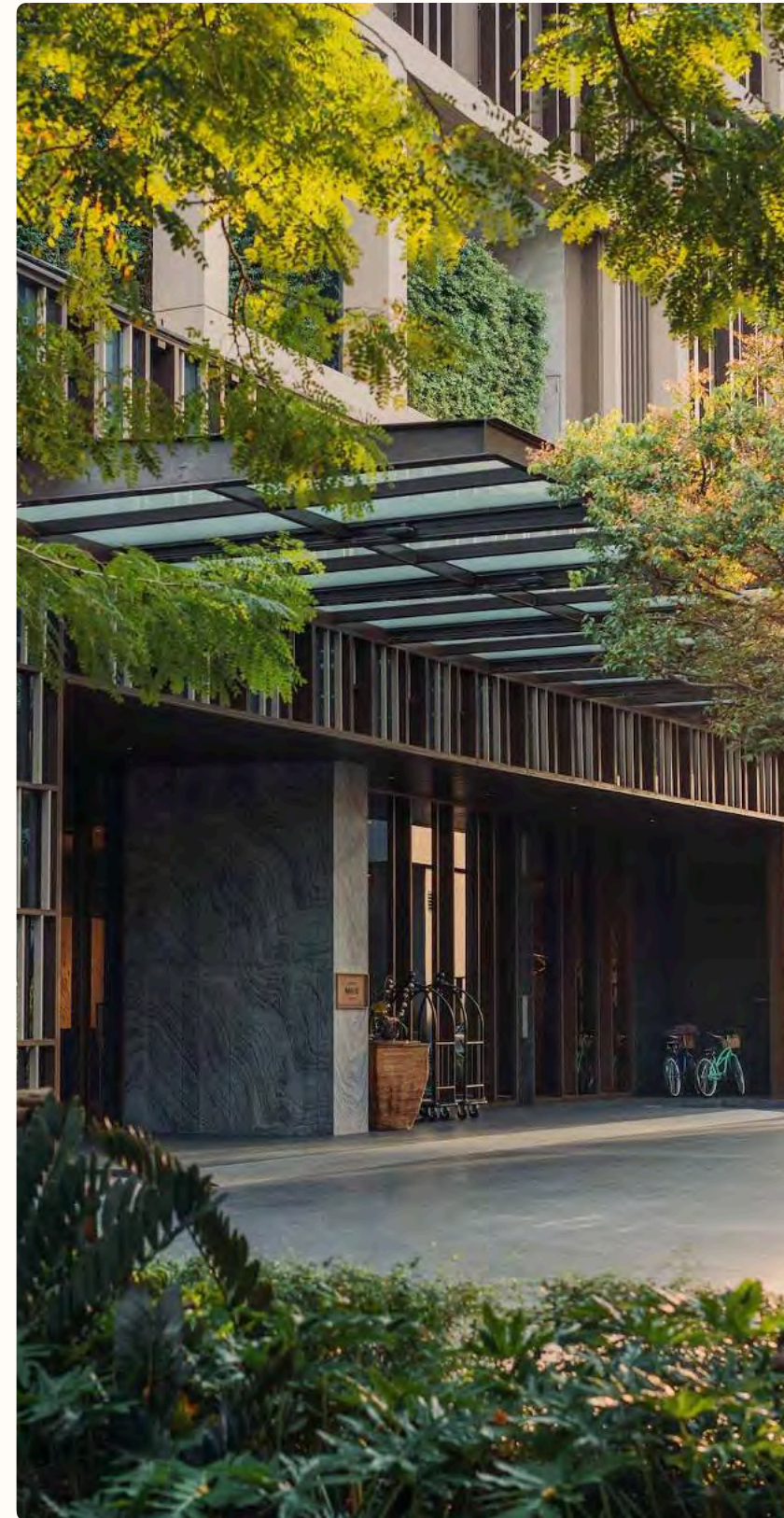
Positioning

02 - 05 Imagery



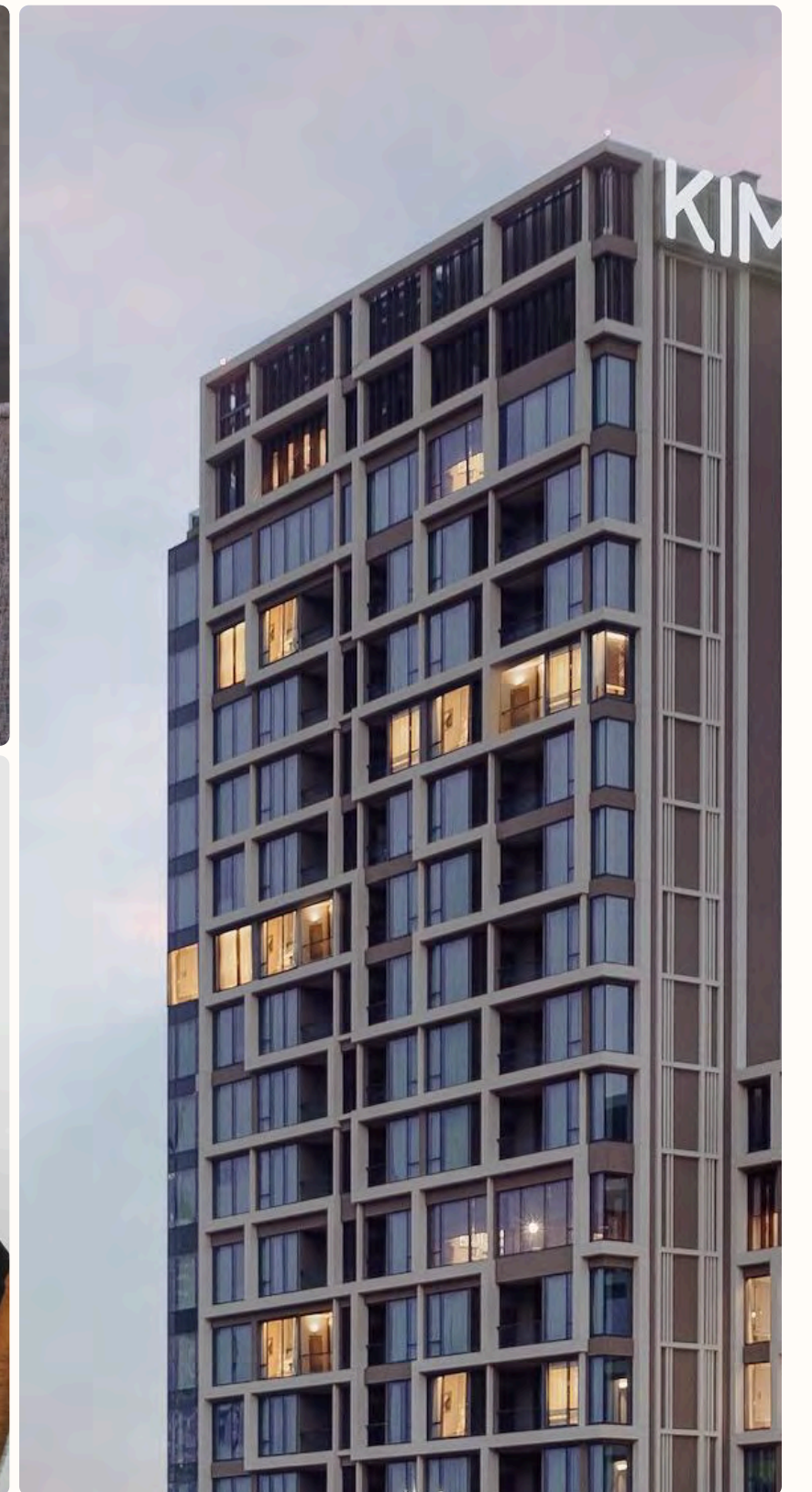
Location

Our visual language focuses on authenticity and real-world environments. Whenever possible, use original photography of our hotels, hostels, and partner locations to create a genuine connection. If stock imagery is necessary, choose high-quality, authentic scenes that avoid an overly polished or artificial look. Keep post-processing natural to preserve the true atmosphere of the space.



People

We celebrate the people behind the business. Our imagery should prioritize real portraits of our team, partners, and happy customers to emphasize the personal bond between our brand and the end user. Use friendly, open photography—especially from events and direct interactions—that captures approachable moments and reflects our commitment to proximity and human connection.

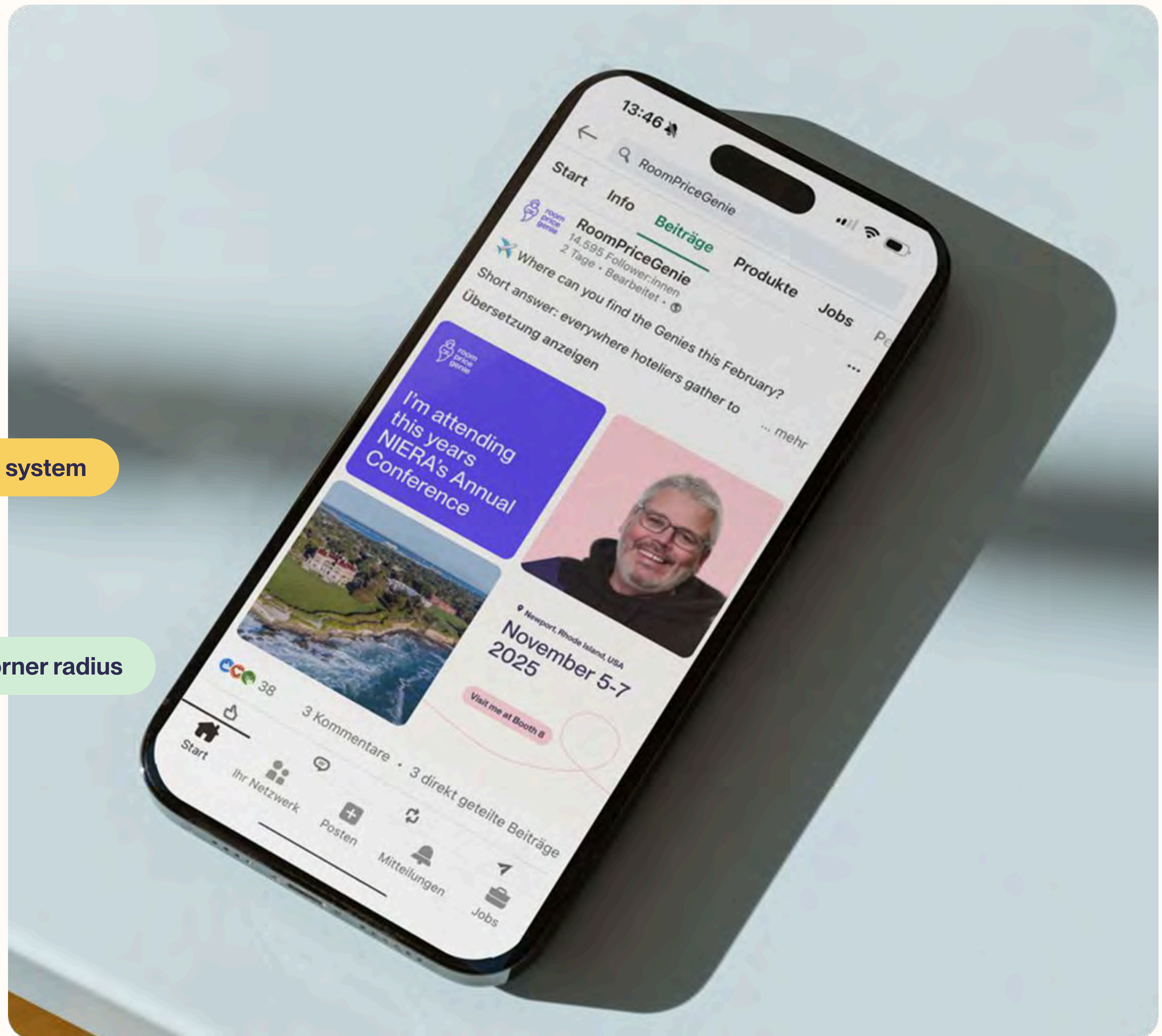


02 - 05 Layout

Grid system

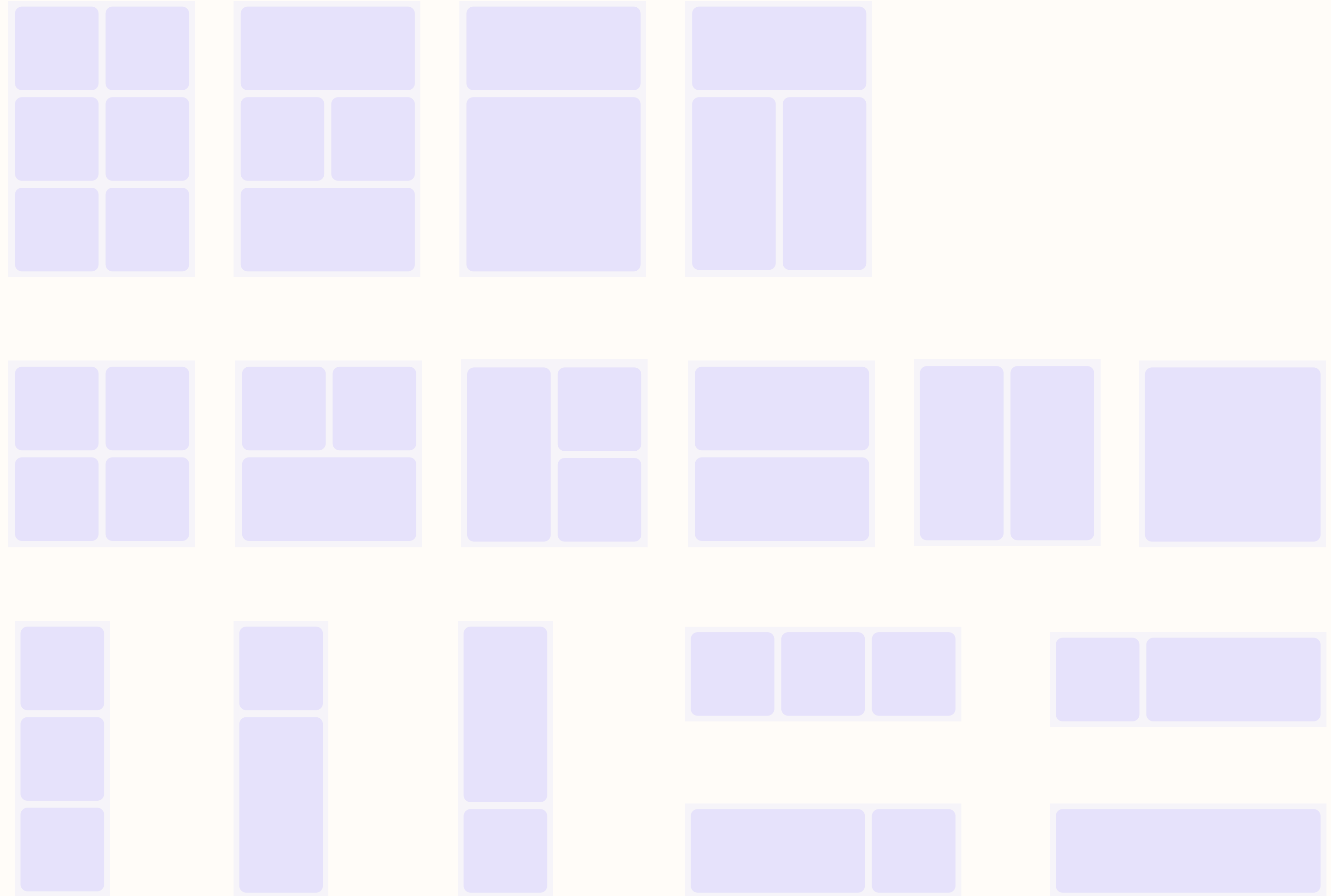
Frames

Corner radius

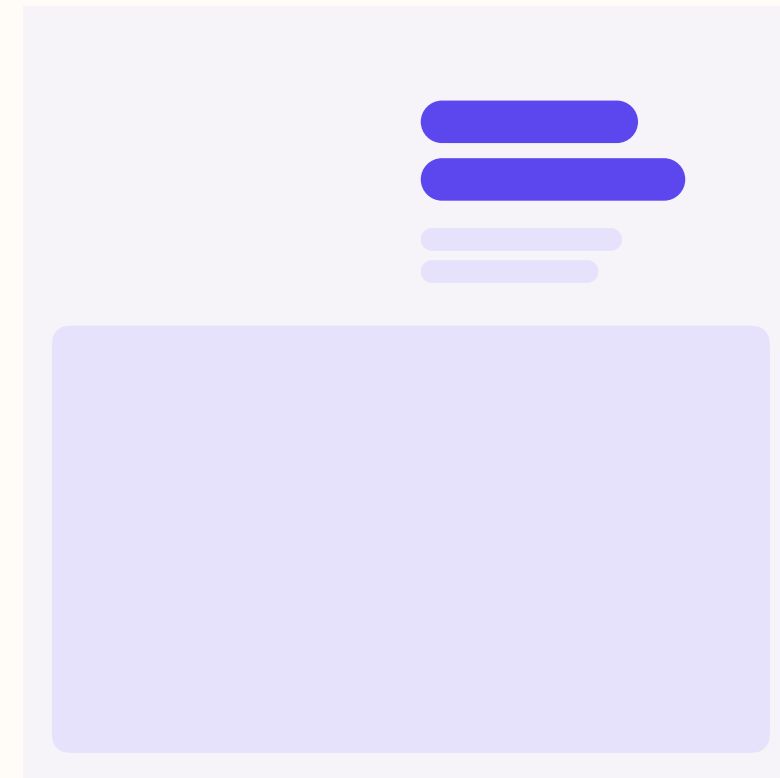
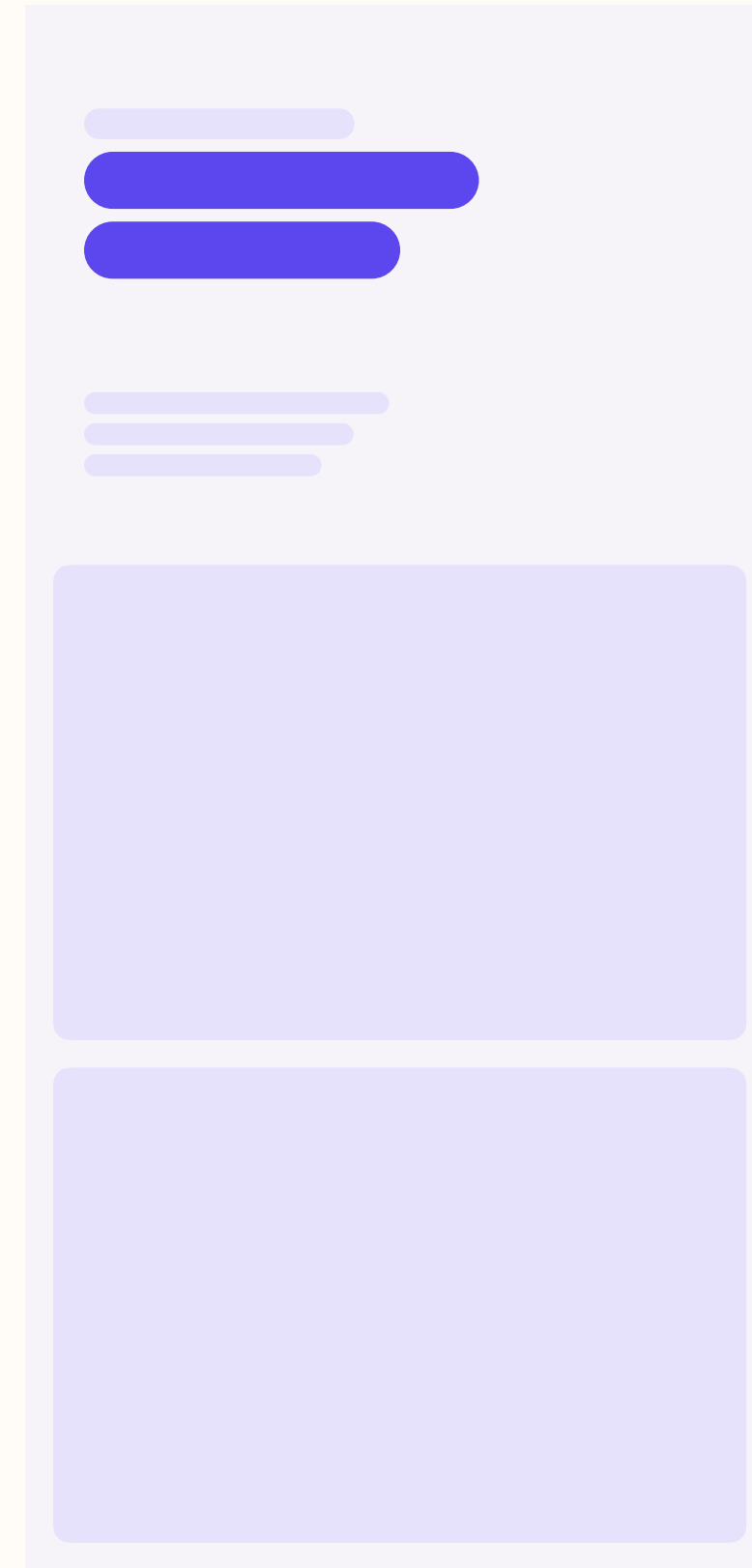
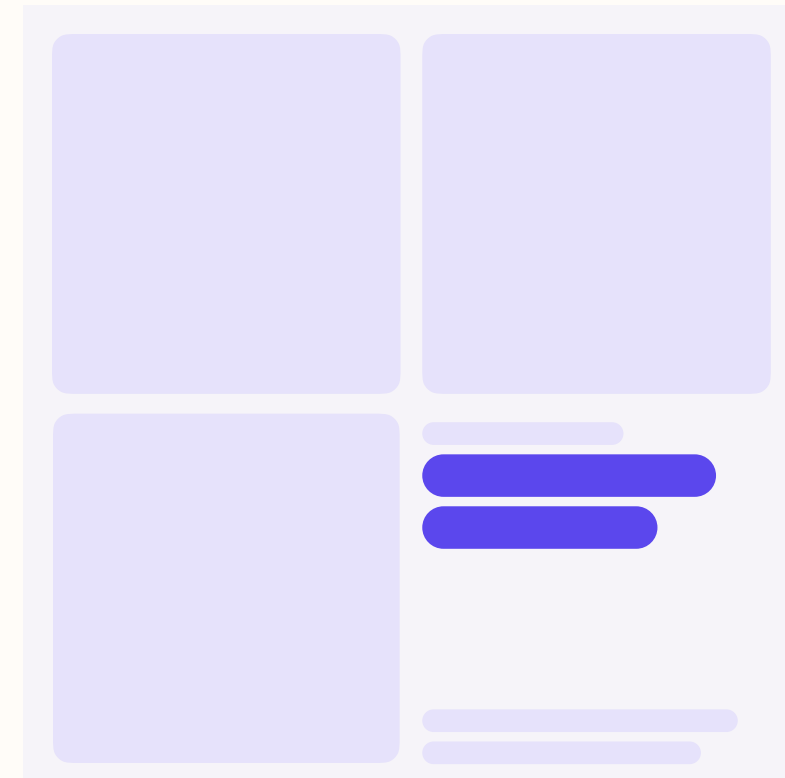


Layout

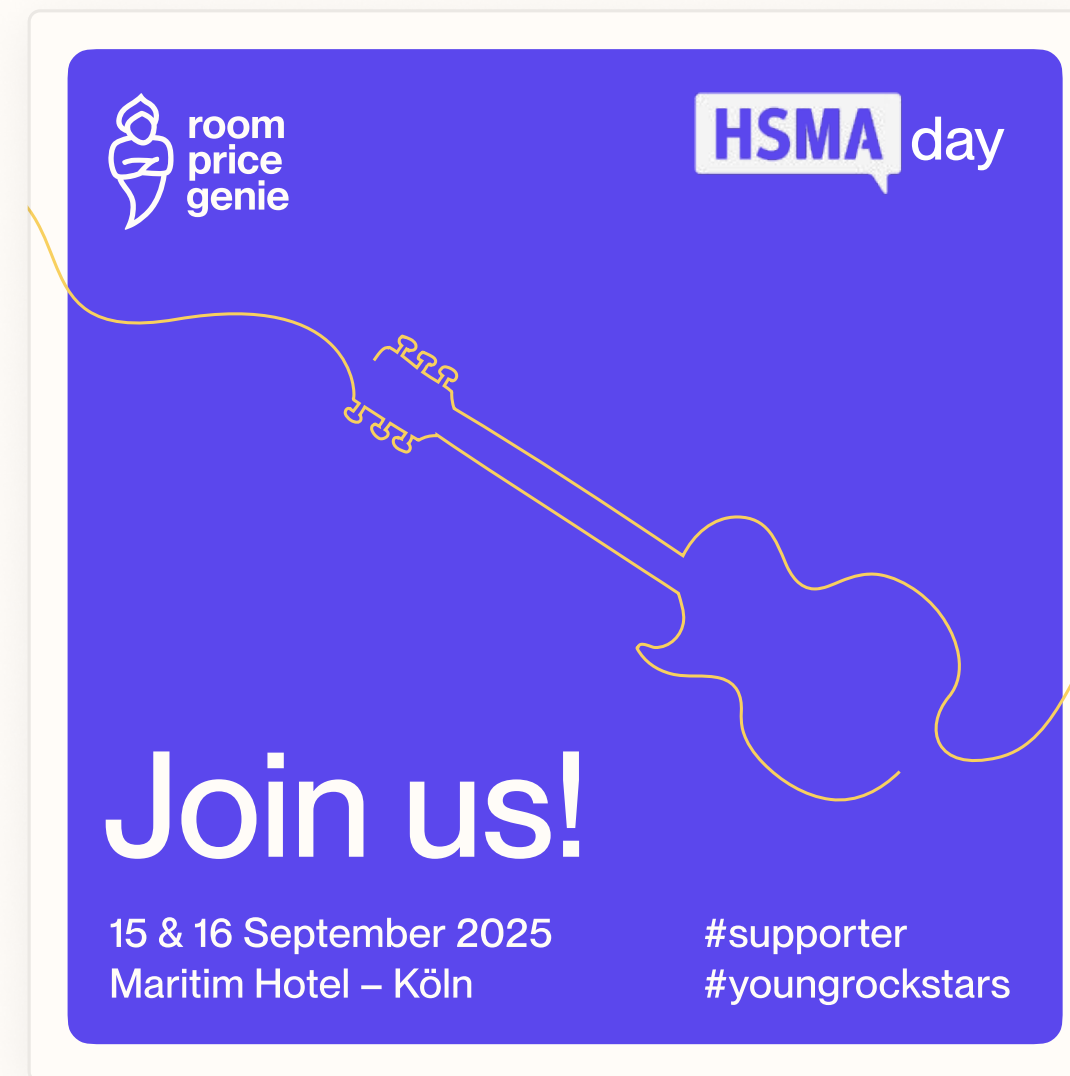
Our Layouts are following a grid System. In basic shapes you can choose to use up to three columns and three rows. You are free to combine them as you see fit.



Applications



Frames & corner radius



The grid system

The grid system ensures that even complex information remains balanced, accessible, and visually engaging across all touchpoints

Corner radius

Based on a Format of 1080px x 1080px, the default corner radius of large background shapes is 24px. Smaller modules e.g. in the grid are using a smaller corner radius of 16px.

The default frame

Warm White serves as the default background color for all touchpoints. Color may be layered on top using large-scale shapes with rounded corners. Except for rare instances, color should not be used as a full bleed. To soften hard edges, brand elements may extend beyond the boundaries of the color blocks.

Grid

Different information layers can be organized into distinct 'squares' or modules. This structure ensures clarity and hierarchy across complex content. To maintain a sense of openness and allow the grid to breathe, these modules can also be used without a background container, creating a balanced interplay between structured information and generous negative space.

Tip: Apply a narrower gutter between grid modules than on the outer margins. This creates a more compact, cohesive layout that draws the eye inward and keeps content focused.

Full bleed imagery

Images can be applied as a full-bleed background to create immersive visuals. To maintain readability and brand consistency, place a standard container—using our defined rounded corners—on top to hold text or other information layers.

02 - 06 Branded Touchpoints

Hotelier & Group Marketing

Product Marketing

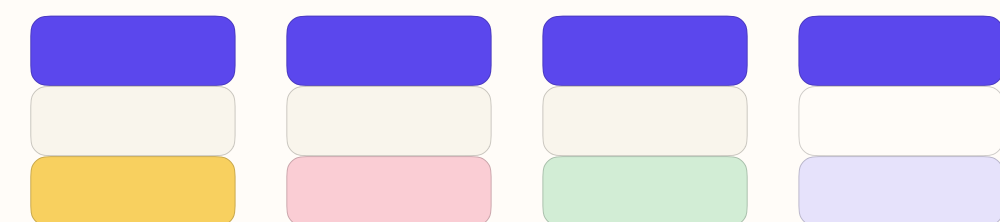
Employer Branding

Partner Marketing



Hotelier & Group Marketing

When creating layouts for hoteliers, our visuals should mirror our tonality: empathetic, supportive, and deeply rooted in the reality of the hospitality industry. We use warm, inviting, and vibrant designs. We encourage the generous use of our colorful secondary palette to create a sense of optimism and energy. The layouts should feel open and approachable, using friendly color combinations that make complex hospitality data feel manageable and welcoming.



📍 Playas de Rosarito, Mexico

We're attending Tianguis Turístico

April 28 – May 1 2025
Booth C308



I'm attending this years NIERA's Annual Conference



📍 Newport, Rhode Island, USA

November 5-7 2025

Visit me at Booth 8



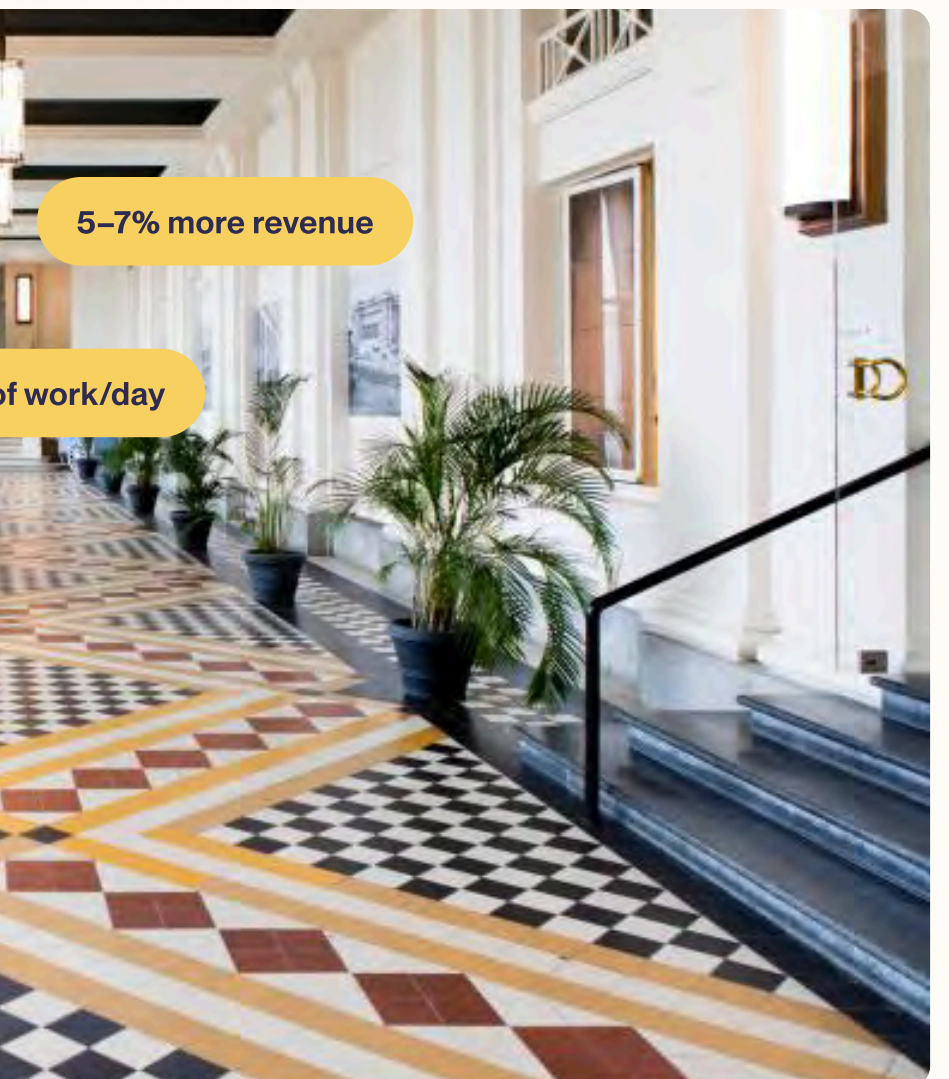
📍 Ostende, Belgium

5-7% more revenue

Saved 2hrs of work/day

We've saved at least two hours per day and reduced our stress levels significantly, while getting 5 to 7% more revenue on peak days.

Ken Debusschere
Thermae Palace Hotel

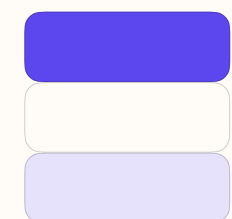


Product Marketing

When communicating our product's features and technical capabilities, our visual language reflects grounded expertise. As a thought leader, our goal is to provide clarity and control without appearing superior or overly complex.

In these layouts, the product itself—whether through UI crops, dashboards, or feature highlights—takes center stage.

To emphasize authority and reliability, we rely primarily on our Main Brand colors and move toward a more reduced, structured aesthetic. By scaling back playful elements and focusing on clear hierarchies, we ensure that the sophistication of our technology is felt through professional precision and a calm, focused environment.



Introducing the Group Displacement Calculator

Stop Competing.
Start Leading.

Embed Revenue Intelligence.

Add a drawer full of revenue intelligence to your system.

room price genie

Review Your Settings

Let's confirm everything is set up correctly. Below is a summary of your choices. You can make changes at anytime.

Price Upload Method [Change](#)

Auto Upload

Price Upload Schedule [Change](#)

Next 18 Month

Price Upload Exceptions [Change](#)

None

Previous [Next](#)

“We've saved at least two hours per day and reduced our stress levels significantly, while getting 5 to 7% more revenue on peak days.”

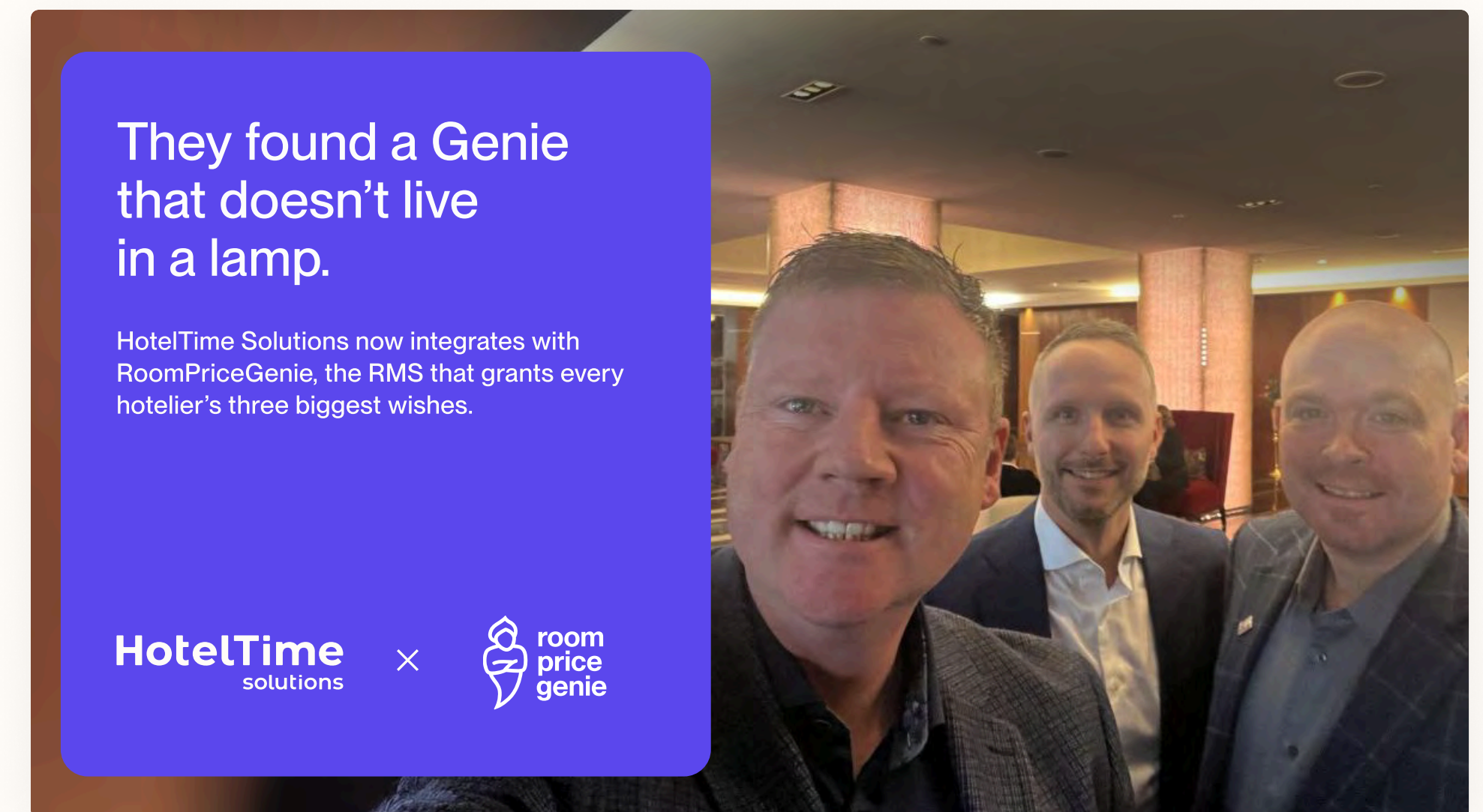
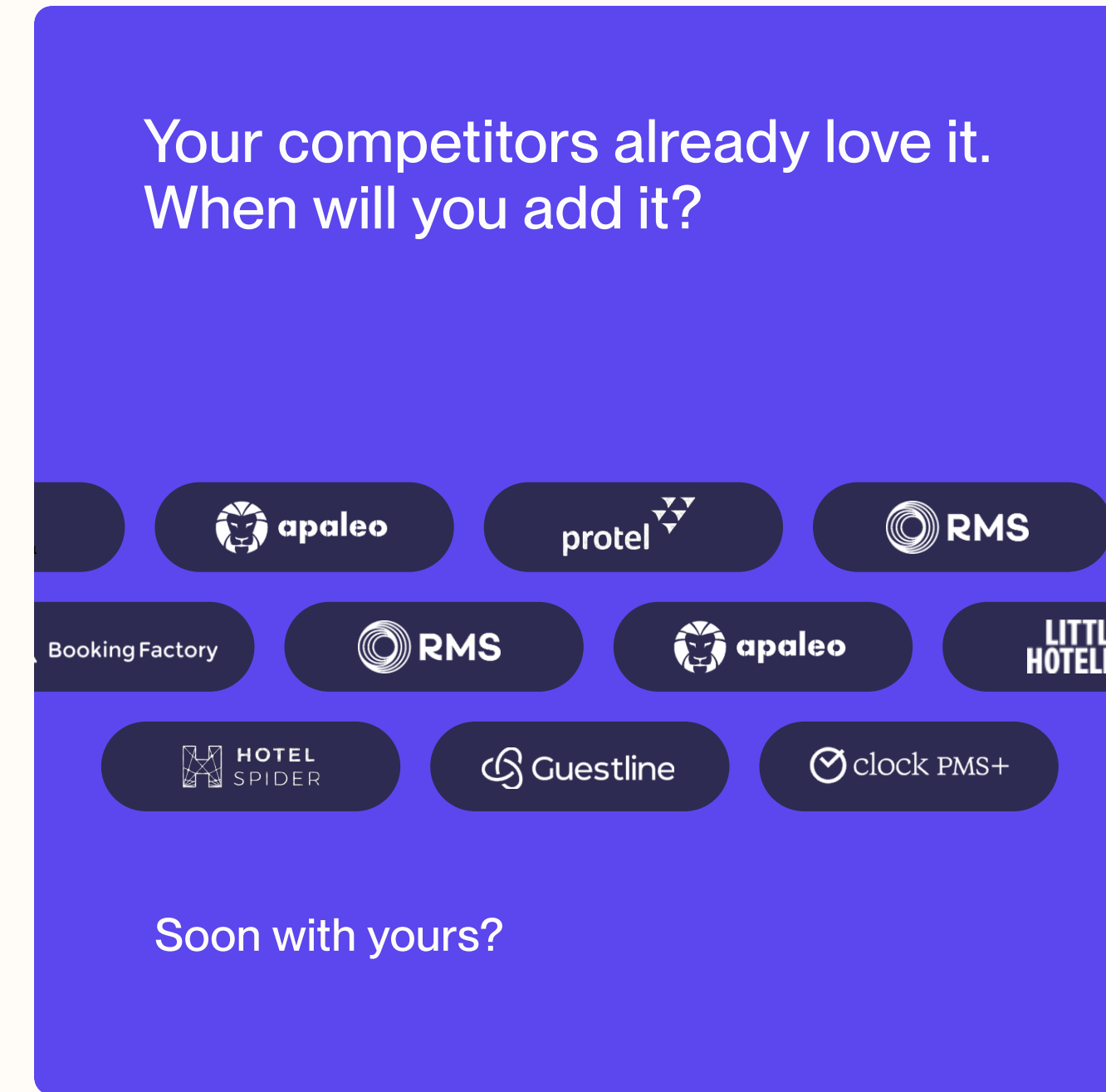
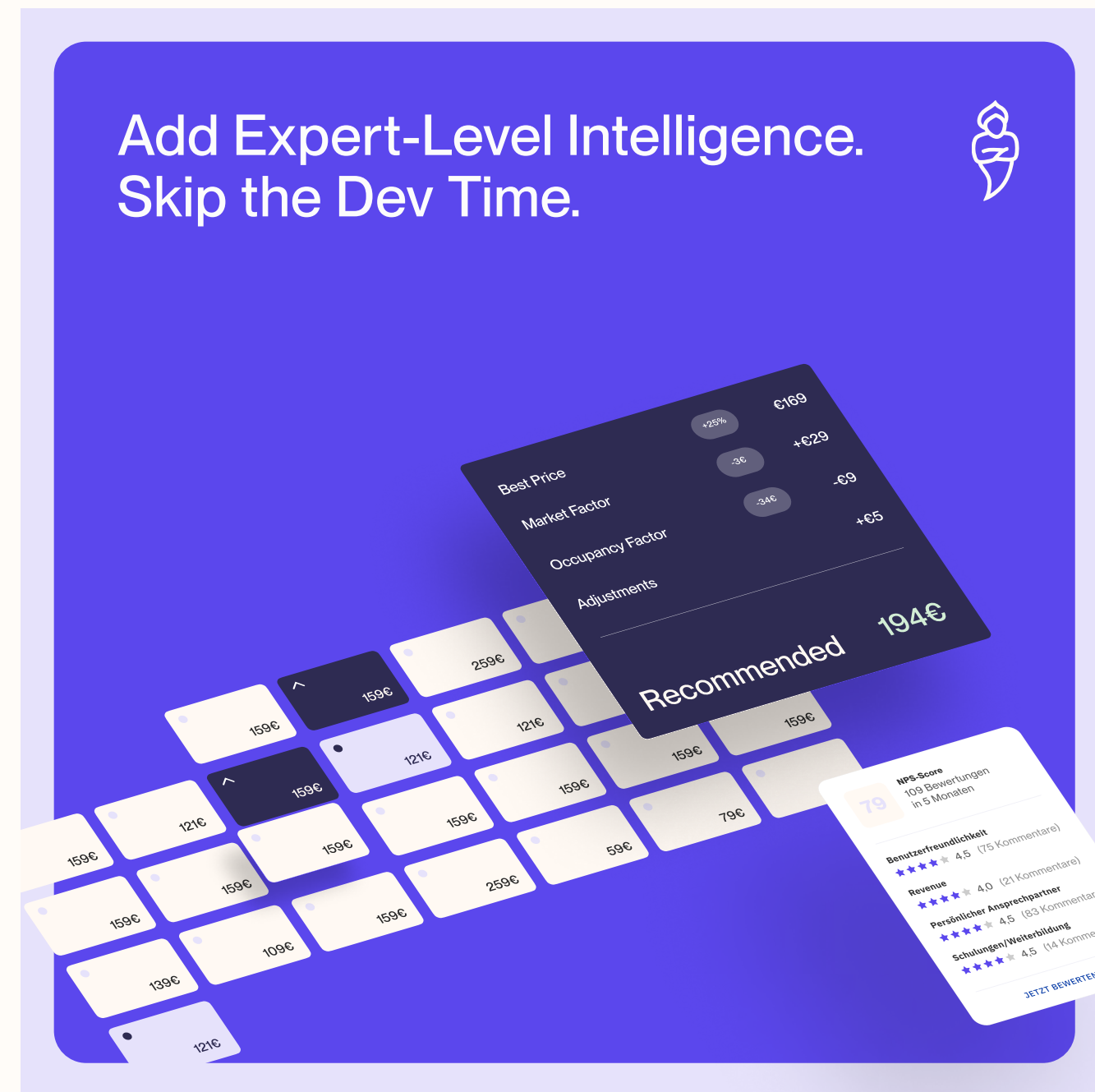
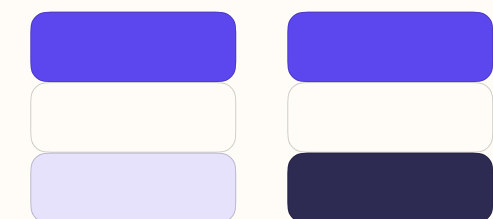
Ken Debusschere
Thermae Palace Hotel

Partner Marketing

Partner communications focus on the "intelligence under the hood," highlighting our role as a powerful technical ally. The visual style is professional and precise, emphasizing reliability and sophisticated technology through structured, precise layouts.

To signal this high-performance expertise, we introduce a purposeful use of Dark Indigo. This deeper tone grounds the design and replaces playful secondary colors with an aesthetic of authority and professional depth. The goal is to visualize "revenue intelligence" through a clean, integrated grid, positioning our technology as a smart and stable investment for any ecosystem.

To convey a clear message, all contents on dark indigo are placed in white.

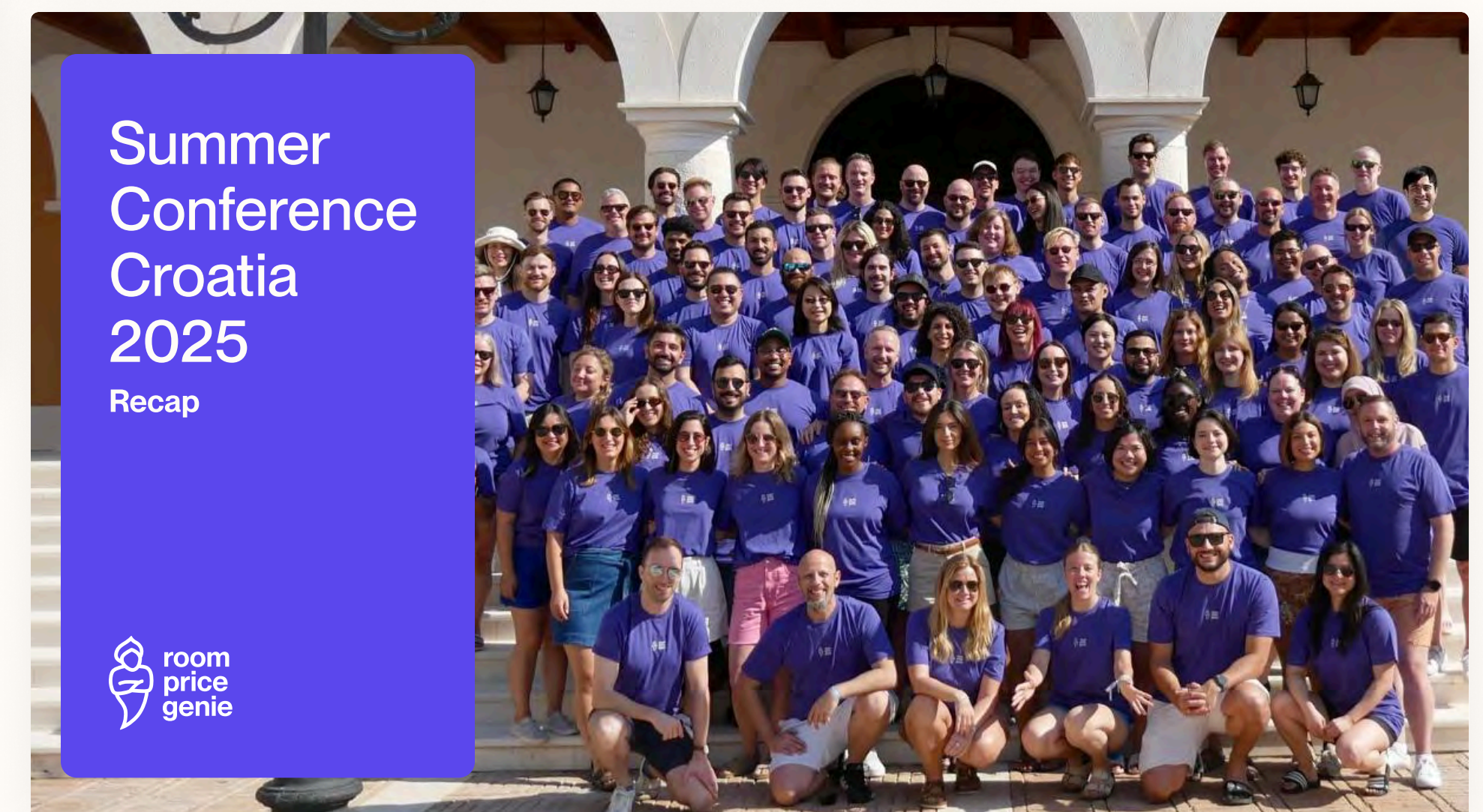
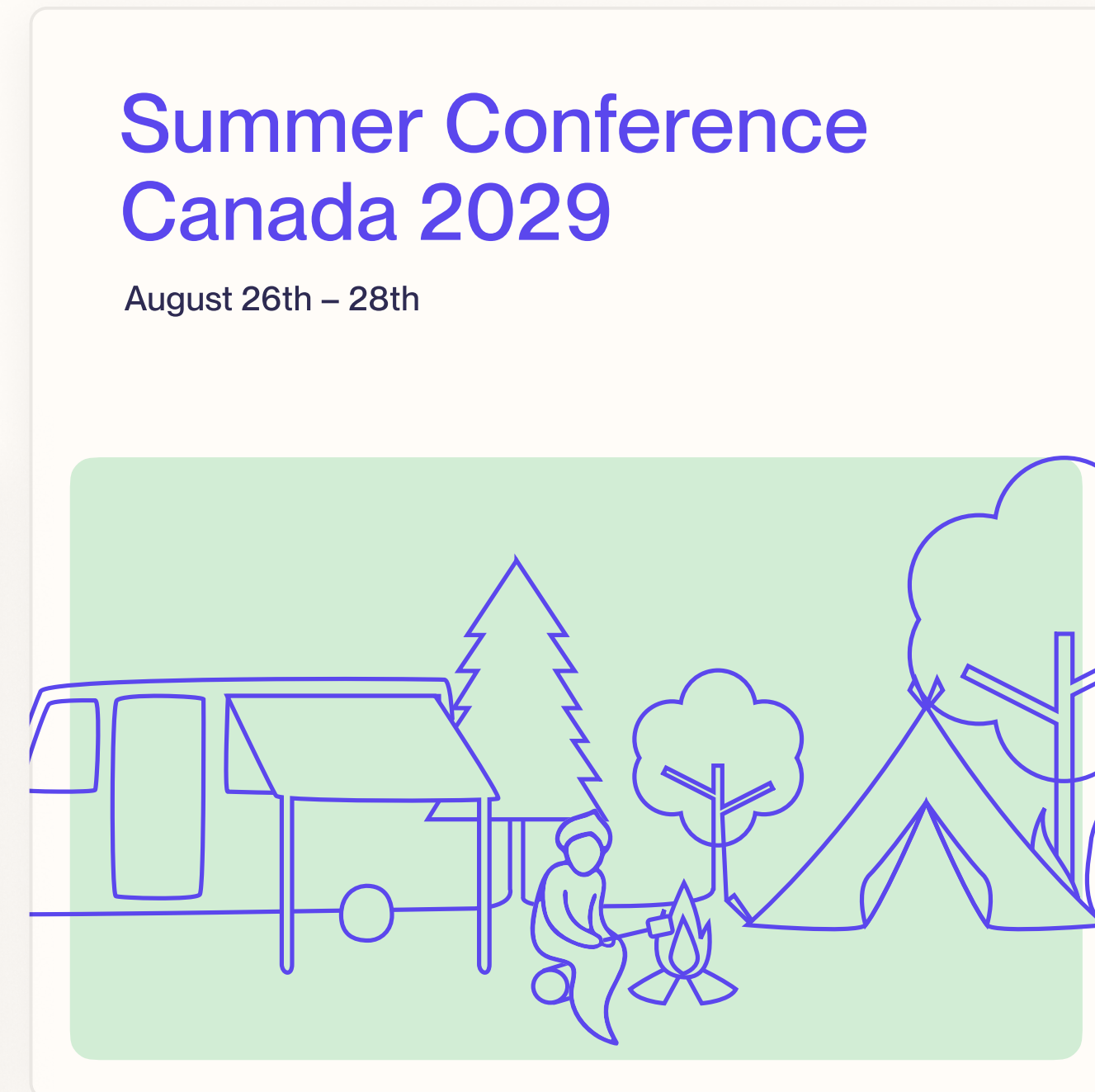
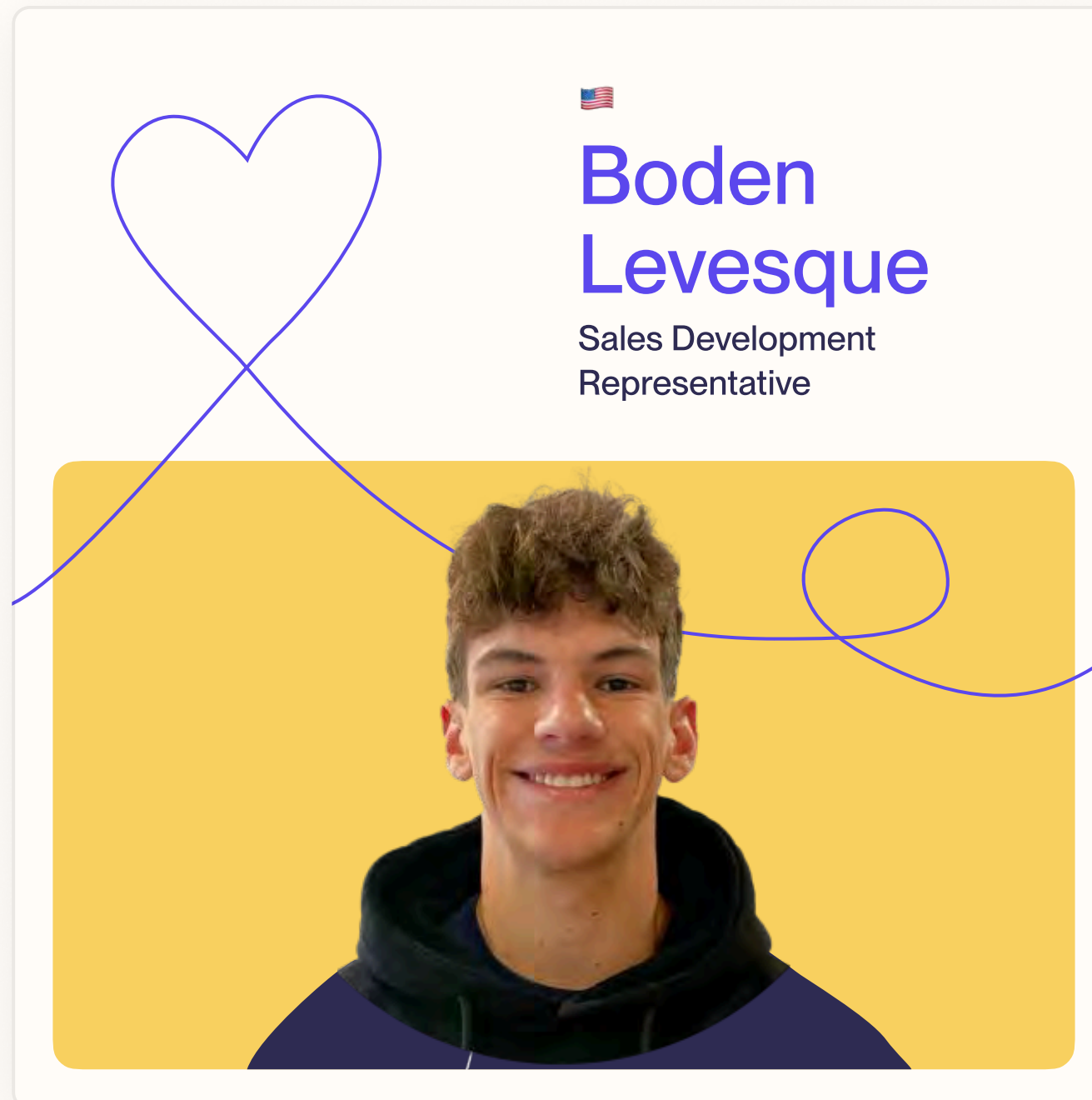


Employer Branding

In our Employer Branding, we shift the focus from the product to the people who build it.

The visual language should feel warm, inviting, and deeply personal, reflecting a culture of belonging, growth, and shared passion.

We use generous negative space to let portraits of our team members shine, capturing authentic moments of collaboration and joy. The goal is to show that at Room Price Genie, every individual is a vital part of a vibrant, supportive community.



Principles

Timings

Easings

02 - 07 Motion



Principles

Motion principles establish the core ideas that shape our approach to movement. They offer direction across disciplines without imposing strict rules or rigid formulas.

Not every piece of work needs to reflect all principles equally. Adjust their emphasis as needed to create expressive, nuanced motion that fits each specific context.

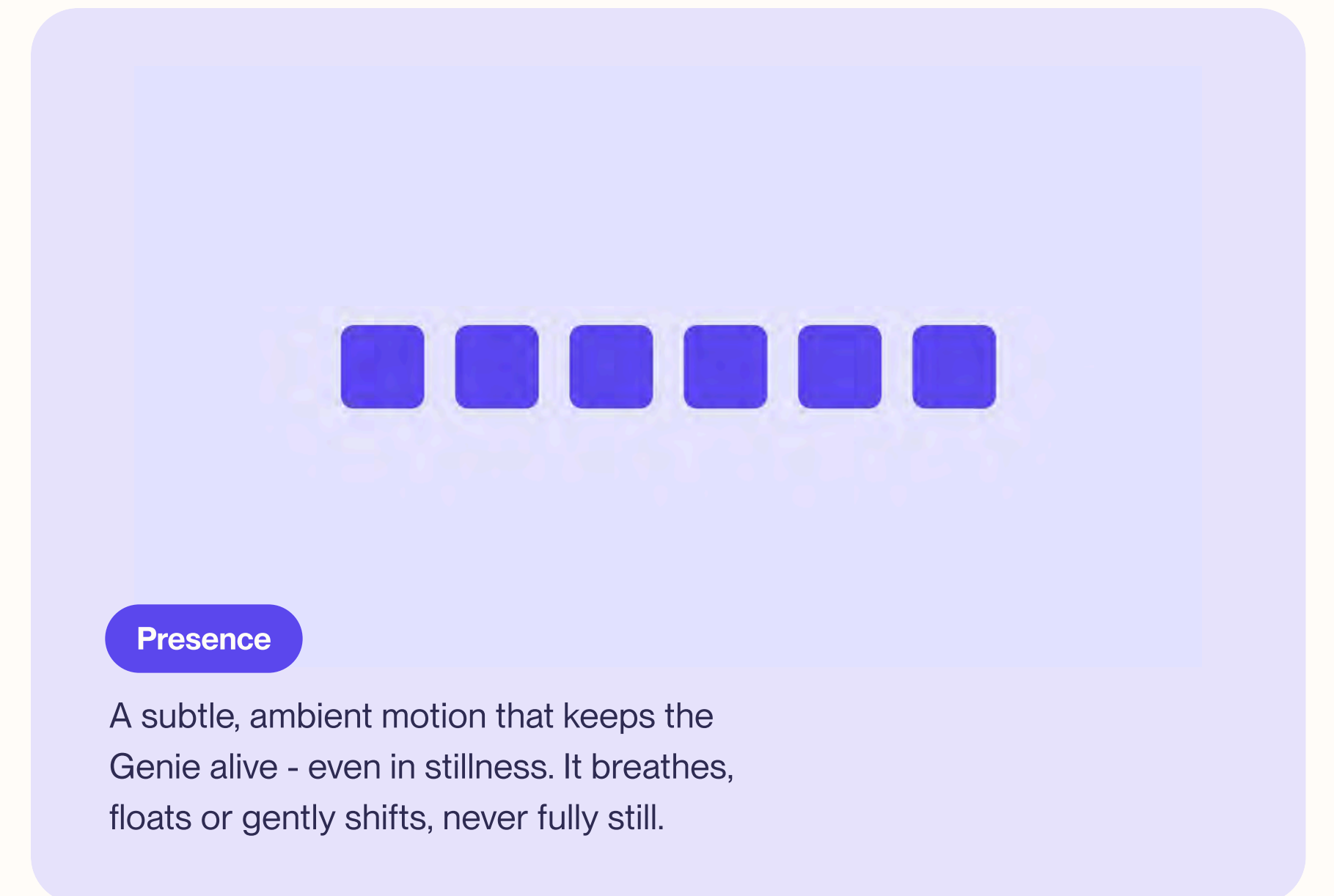
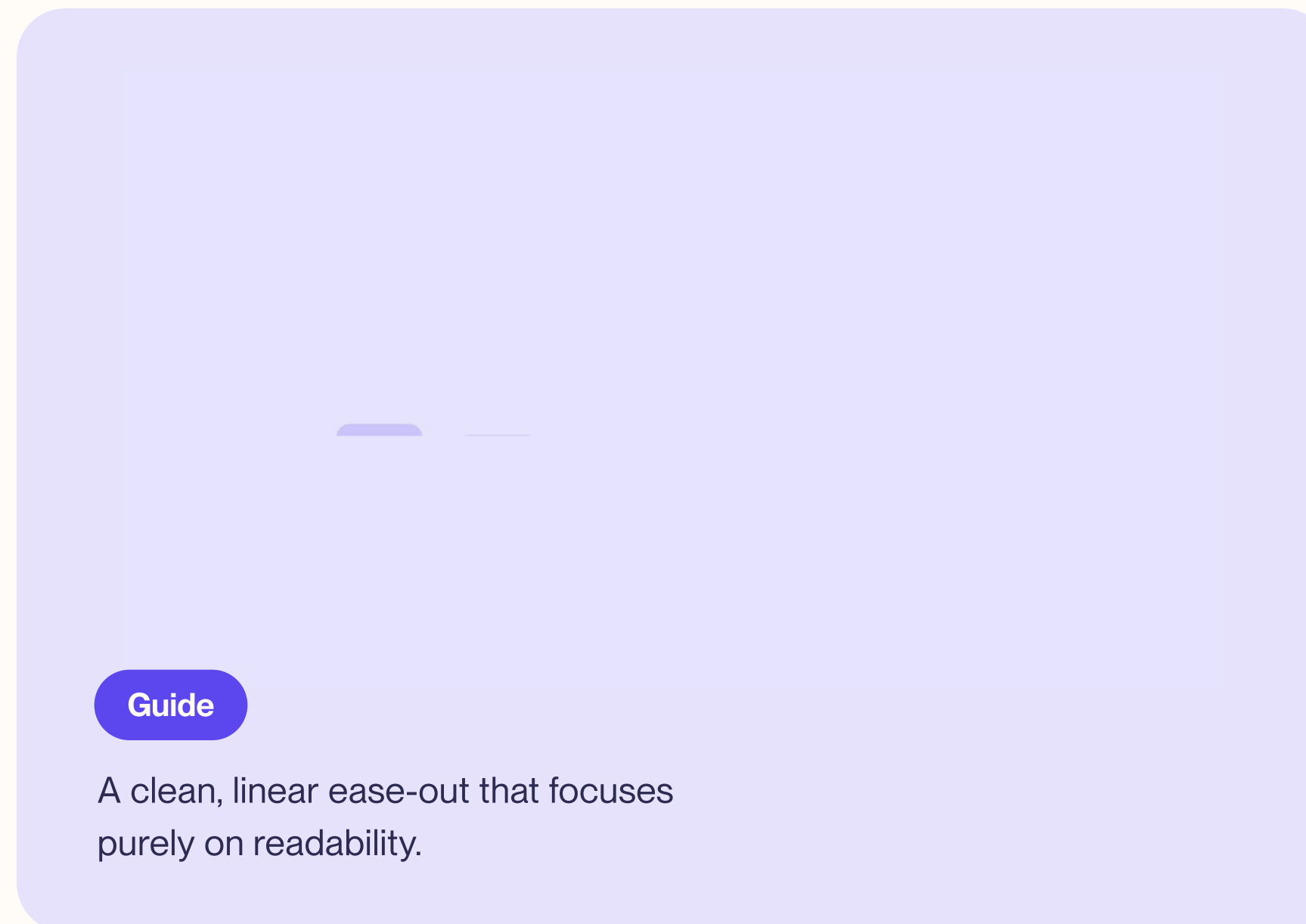
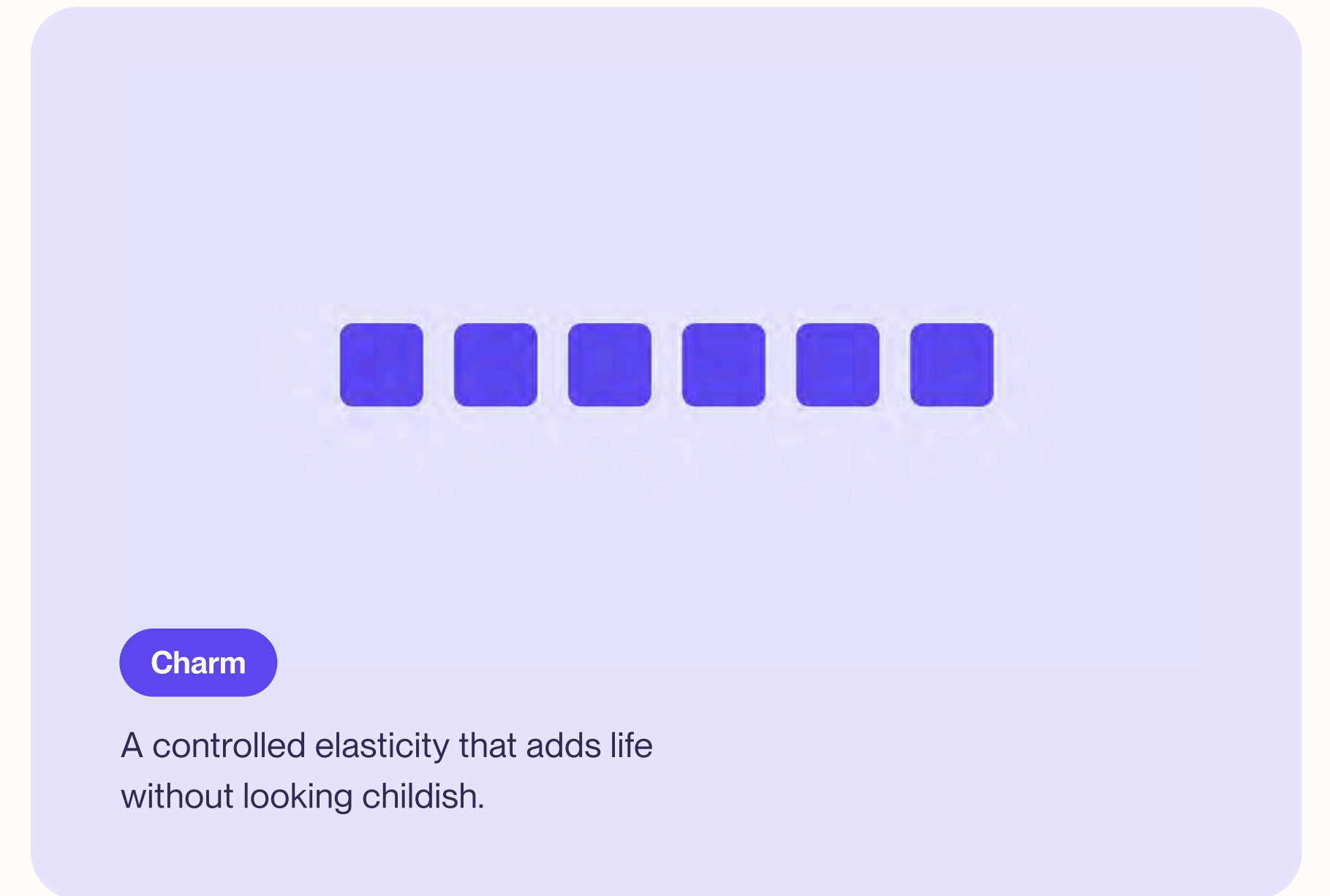
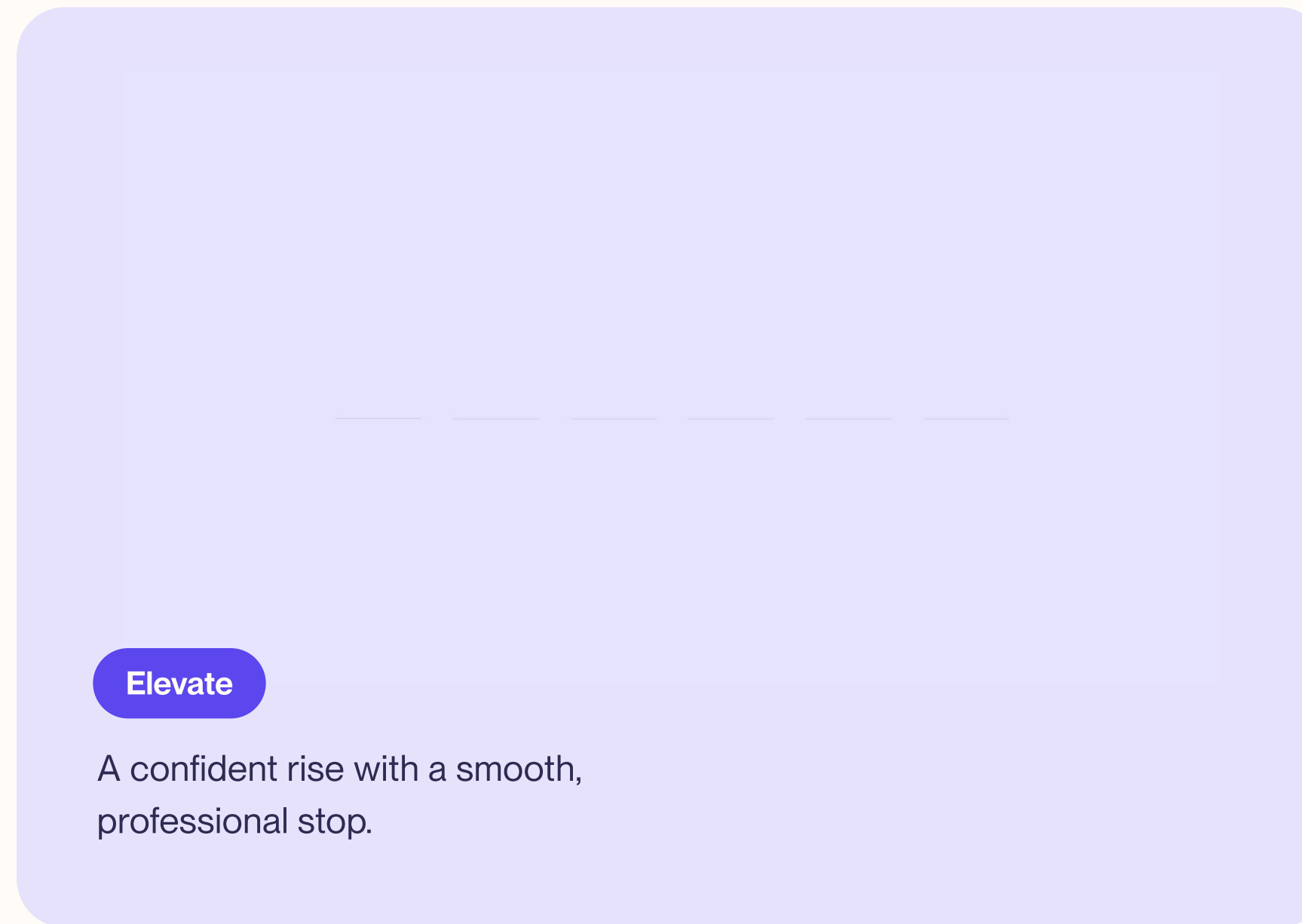
Important note 🚩

This section contains embedded videos that won't play in Figma's regular view – they can only be watched in Prototype mode.

To move between slides, click directly on the slide content (not the paginator).

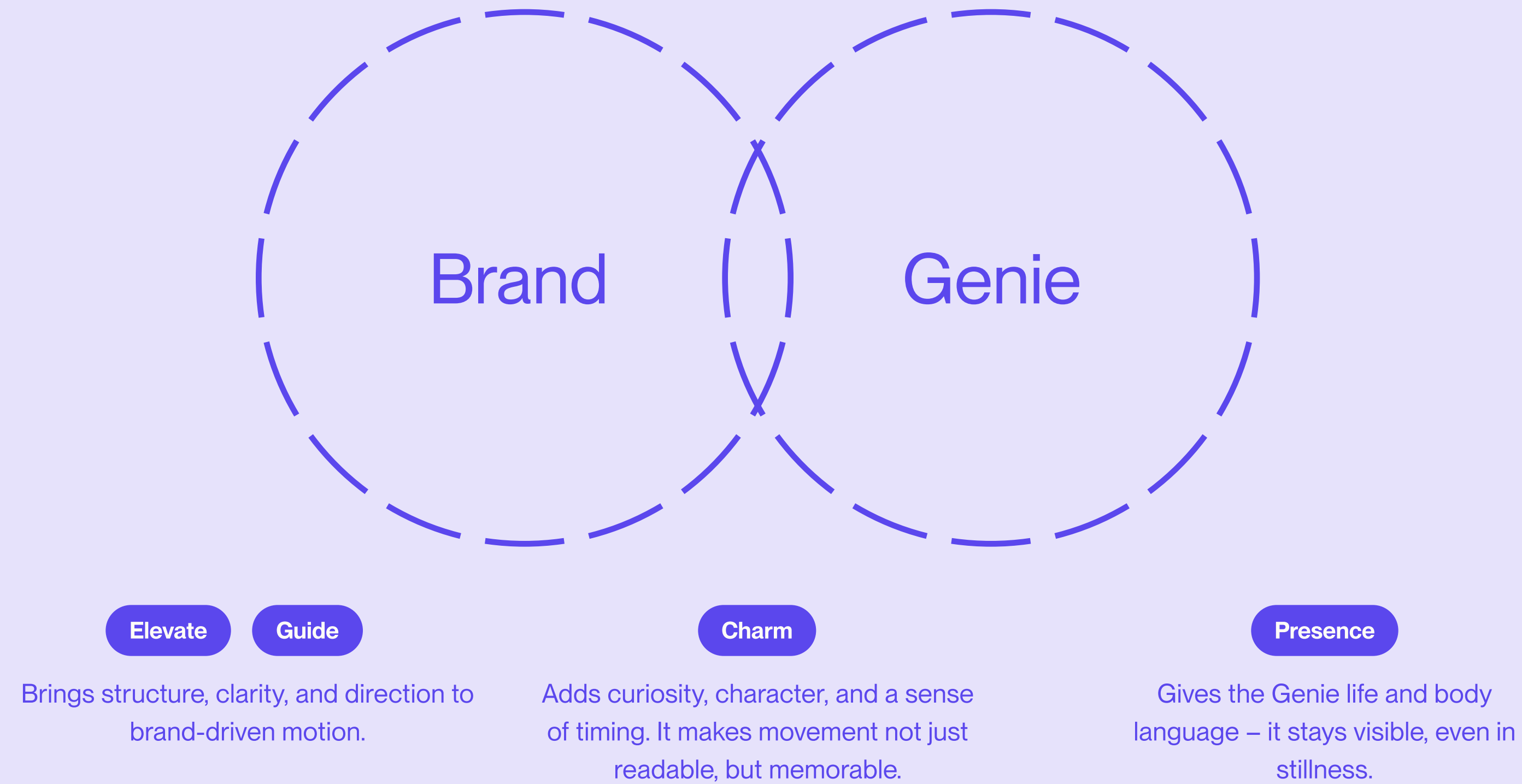
[View Motion Guidelines](#)

PW: rpg2026



Our motion principles merge two worlds: the brand's functional logic and the Genie's emotional expression.

At their intersection lies Charm – blending clarity with a distinctive, playful personality.



Elevate

Visualizes Growth.

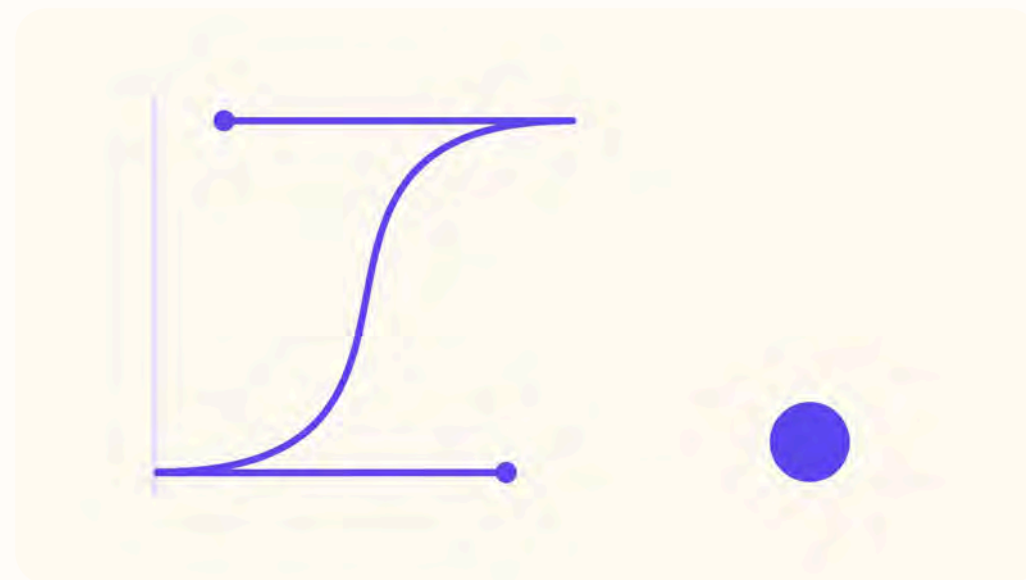
Elements don't just appear; they rise. This consistent upward motion reinforces your core brand promise: increasing revenue. It feels light, positive and effortless.



Video Intro



Video Outro



Easing

0.84, 0, 0.16, 1

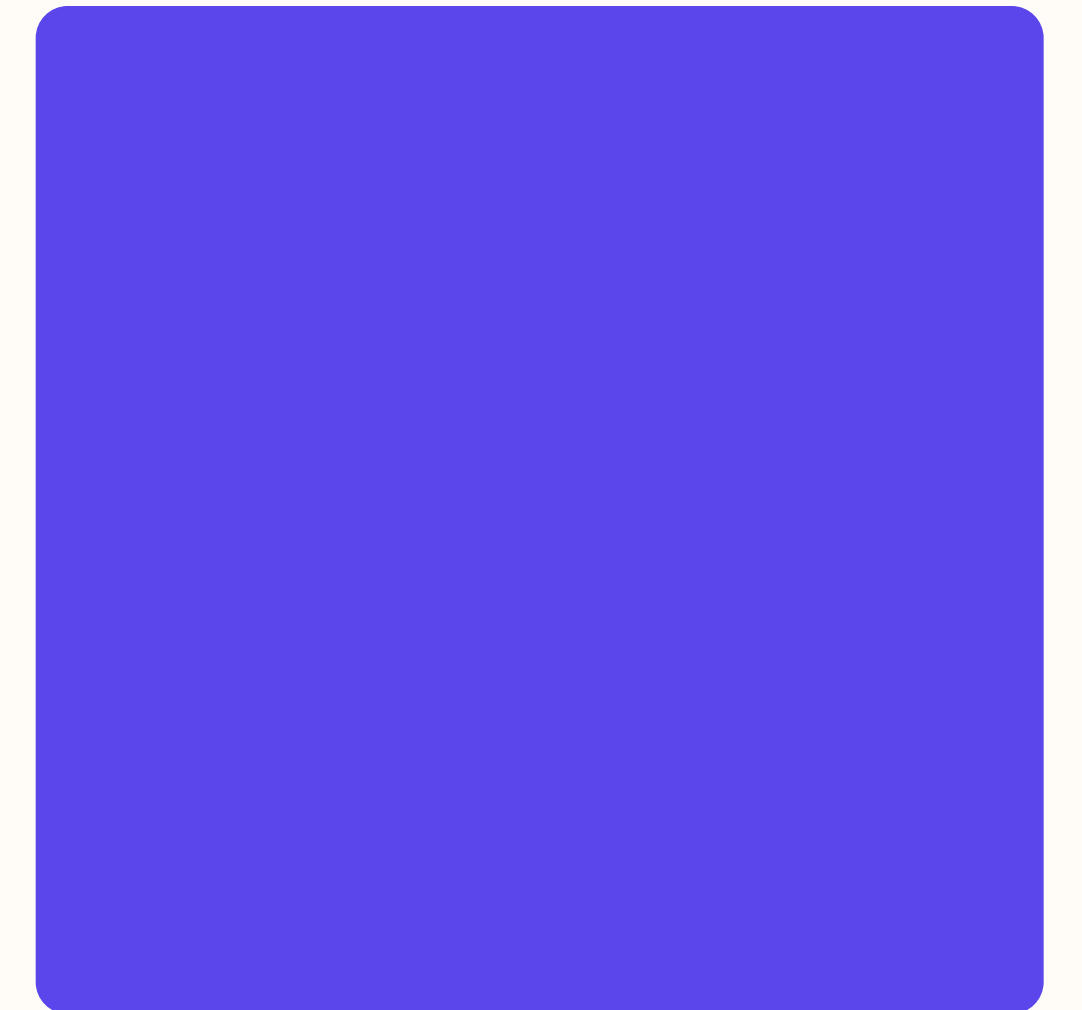
Guide

Reduces Complexity.
Information is revealed sequentially, not all at once. By staggering headlines and data, we lead the user's eye and make complex topics feel simple and organized.

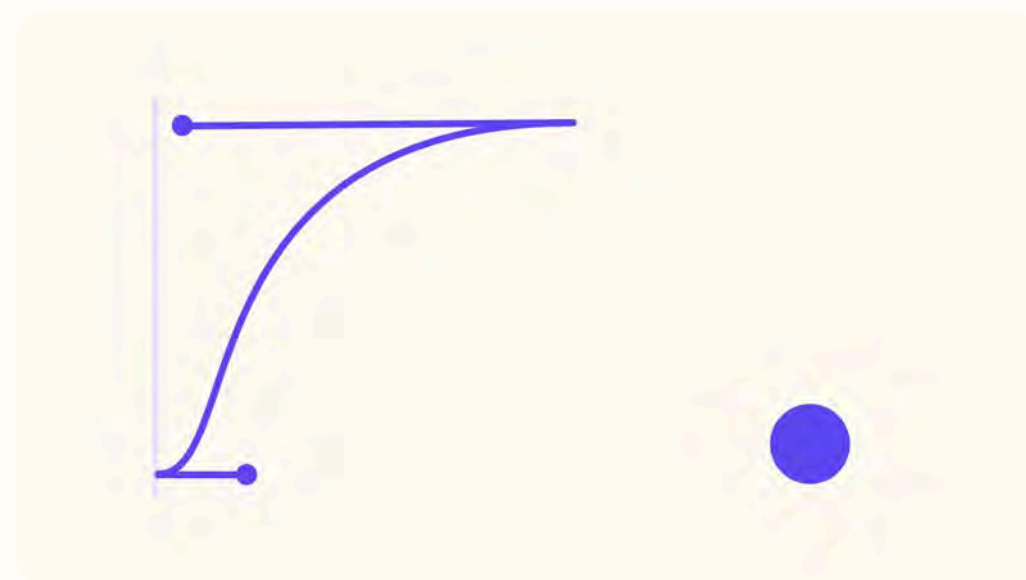


Video Intro

with text



Logo



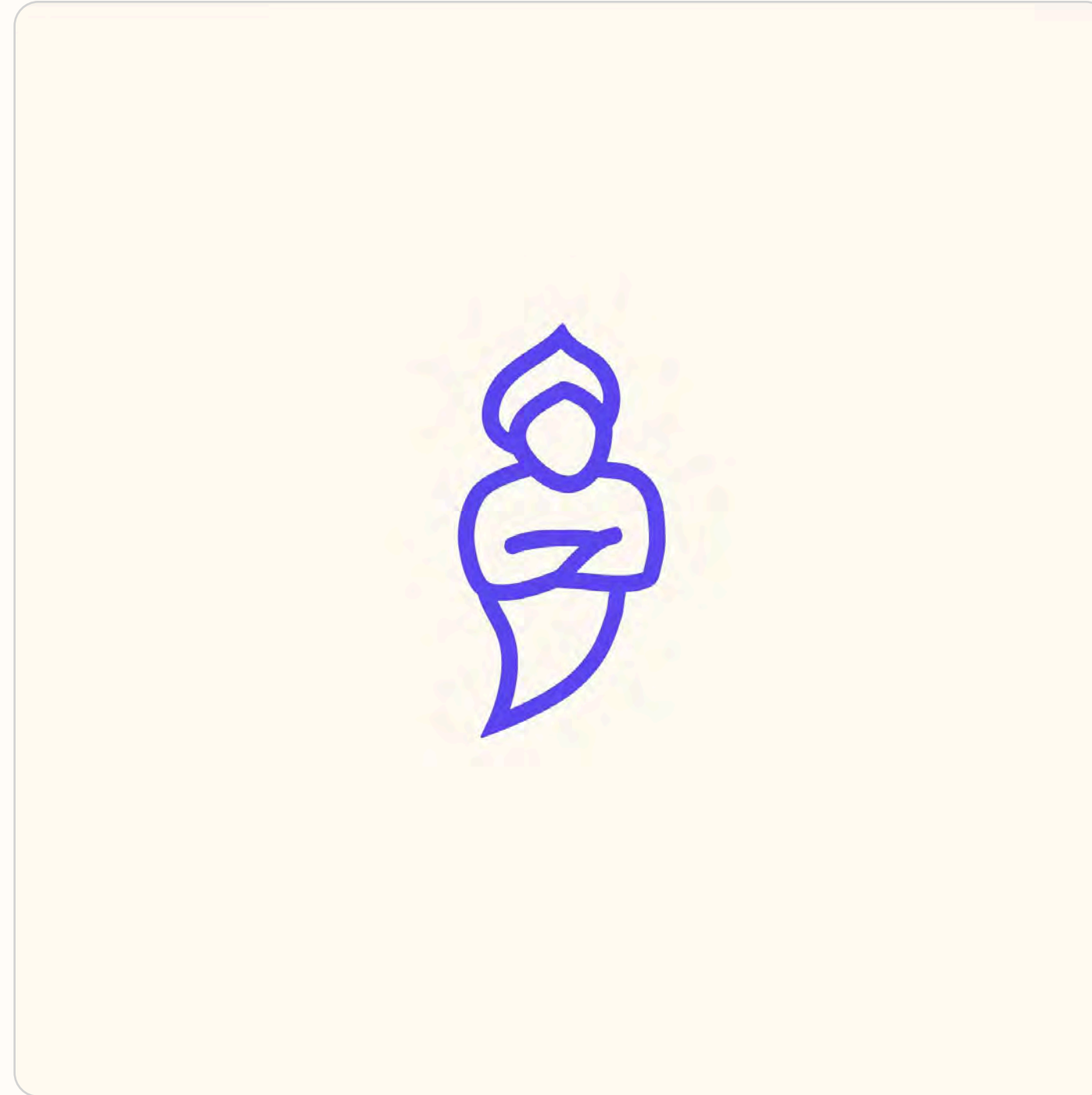
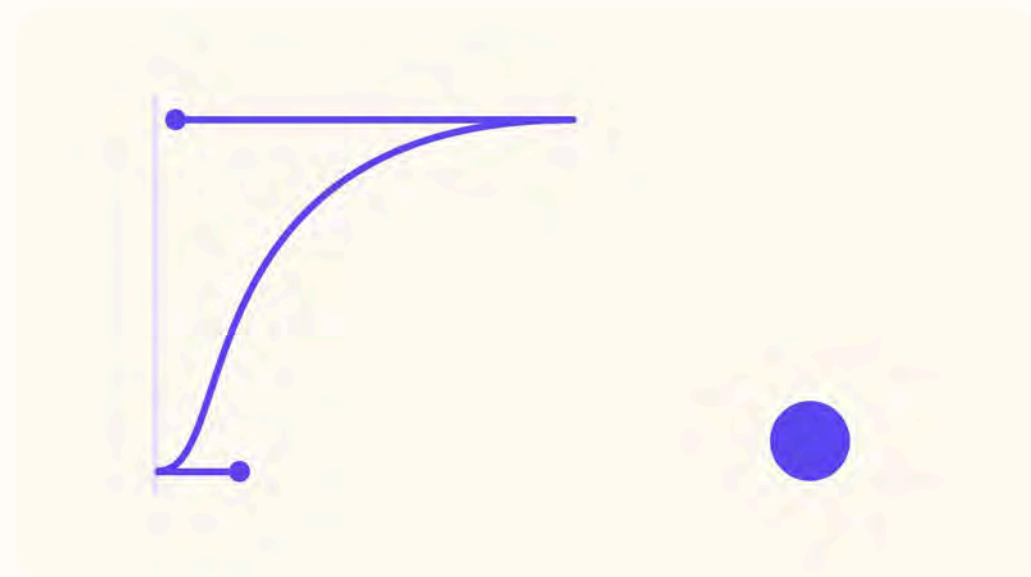
Easing

0.22, 0, 0.05, 1

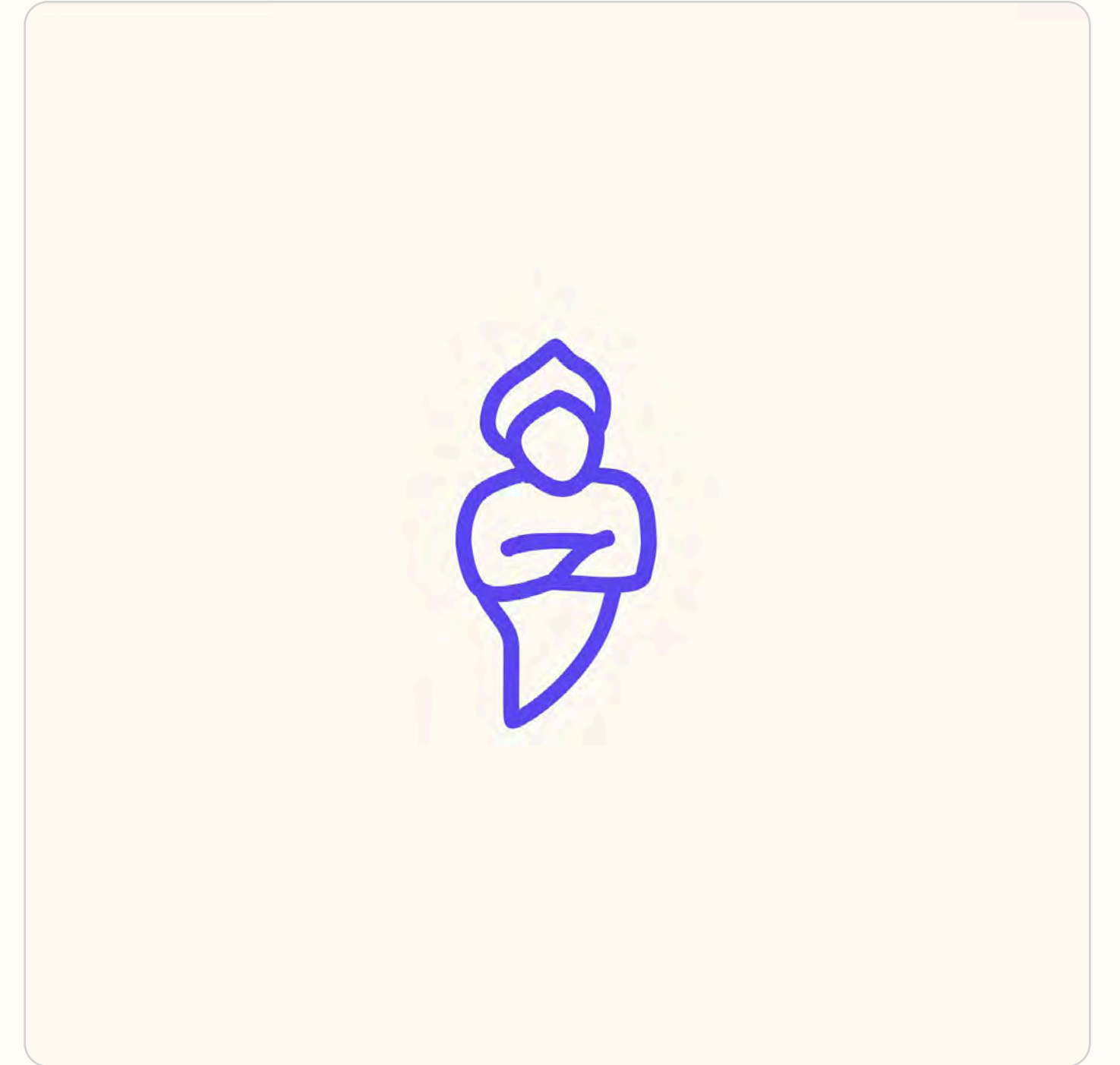
Charm

Adds Personality.

To balance the B2B context, especially the Genie will be using the "overshoot." Objects pop past their target and settle back, making everything feel responsive, human and friendly.



Genie with object



Joy

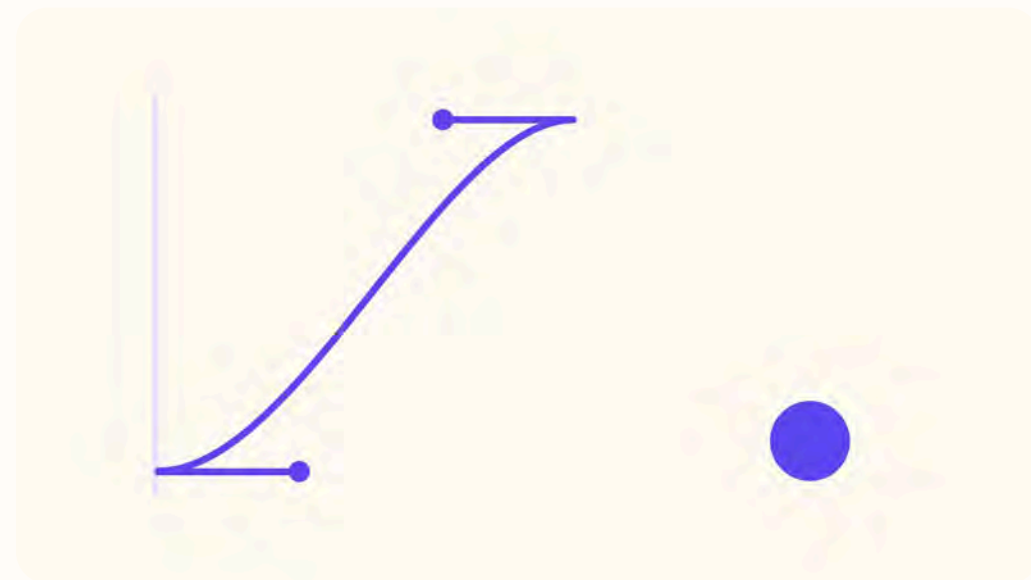
Easing

0.22, 0, 0.05, 1

Presence

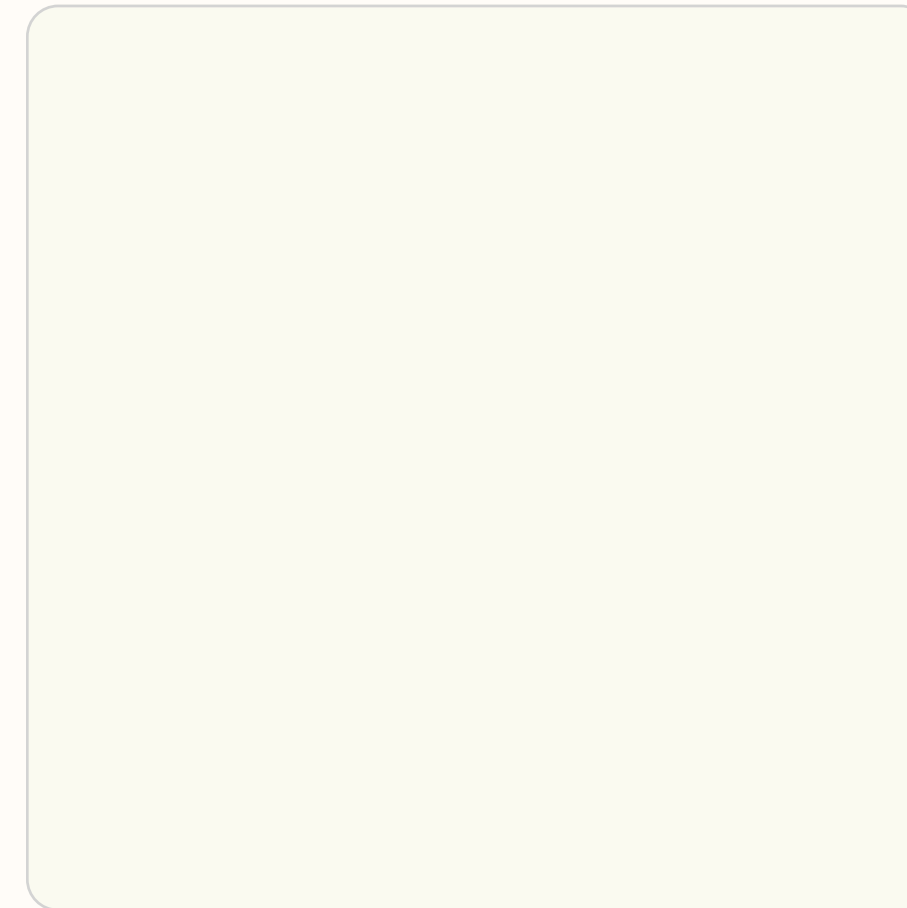
Adds depth.

To avoid feeling static or lifeless, the Genie always holds a hint of motion – especially in the idle state. Subtle floating or pulsing movements keep it present and emotionally alive without drawing attention away from the main content.



Easing

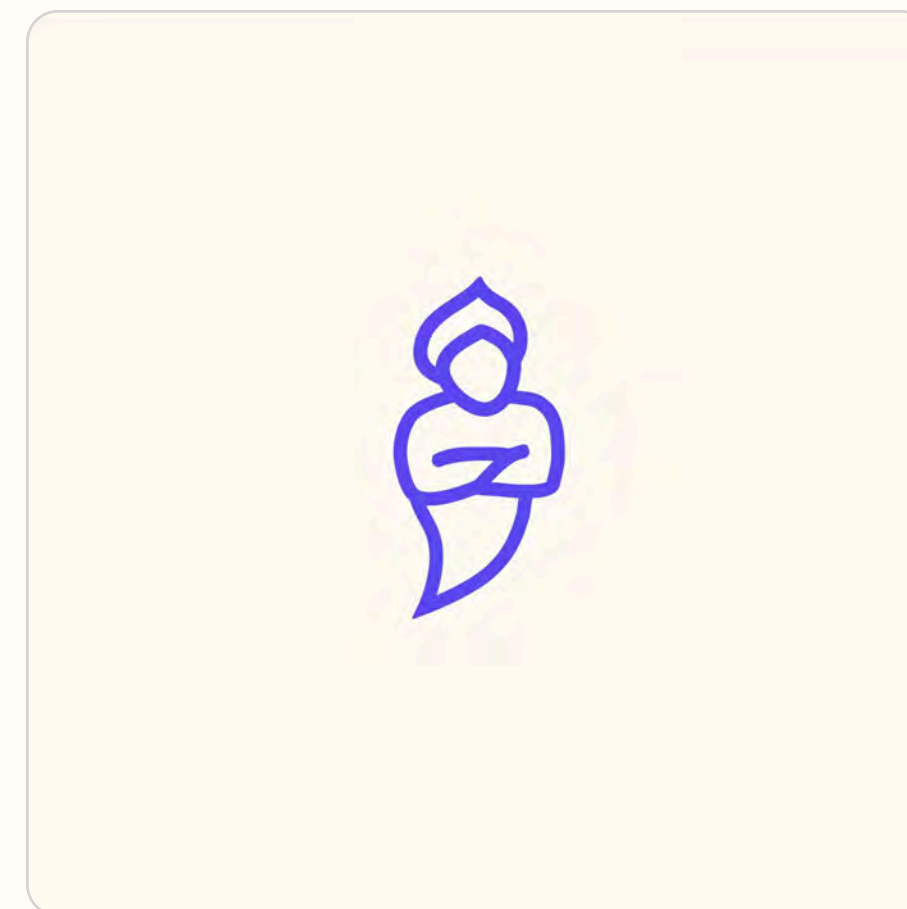
0.33, 0, 0.67, 1



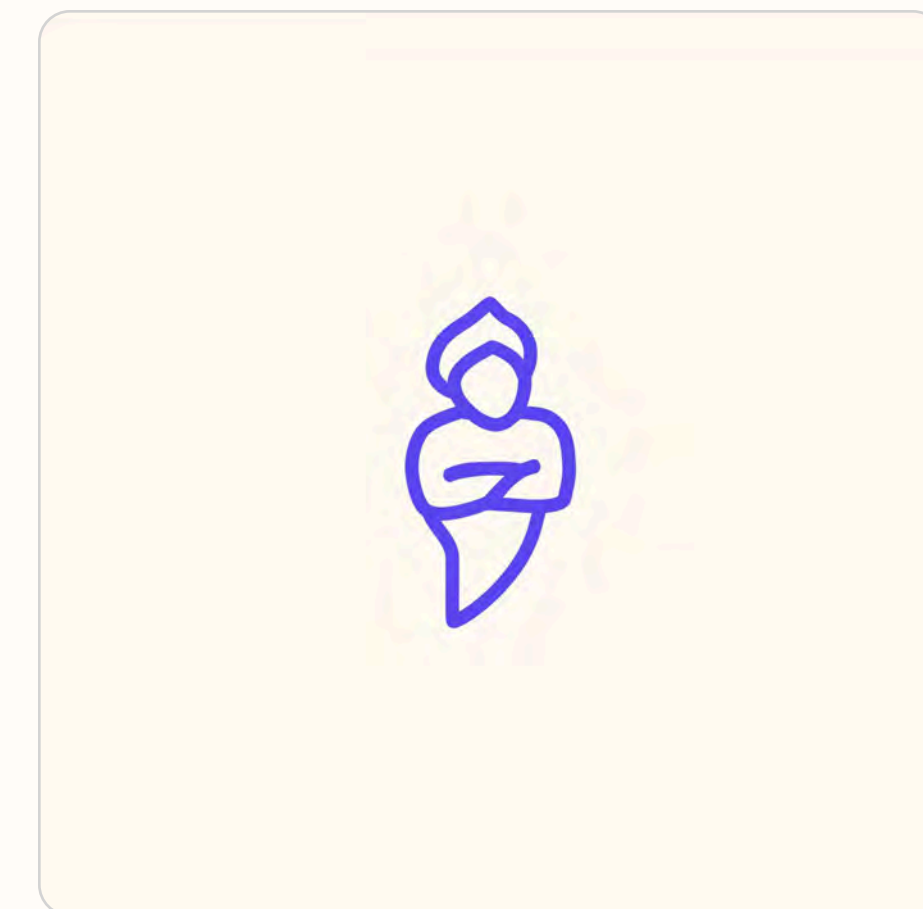
Loading



Logo



Genie with object



Joy

Timing, Rhythm & Range

The animations follow a recognizable movement pattern. The duration influences the effect—when used deliberately, motion becomes legible and lively.

Micro

Duration
200 ms

Effect
Very fast utility movement.
Instant feedback.

Example
Checkbox, Toggle,
Microanimations

Smart

Duration
500 ms

Effect
Personal, crisp. Feels light
but structured.

Example
Paragraph, Button Group

Medium

Duration
800 ms

Effect
Strong rhythm. Balanced
presence.

Example
Headline, Genie Poses

Long

Duration
1000 ms

Effect
Slow and cinematic. Heavy
importance.

Example
Fullscreen Layout, Lower
Third Layout

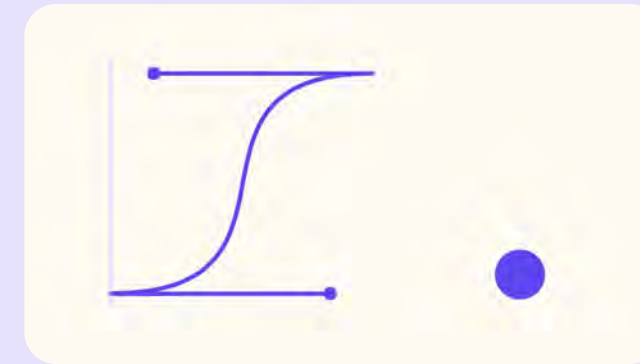
Genie Animation

The core Genie animation consists of three parts.



Reveal / Posture change

A controlled elasticity that adds life without looking childish.

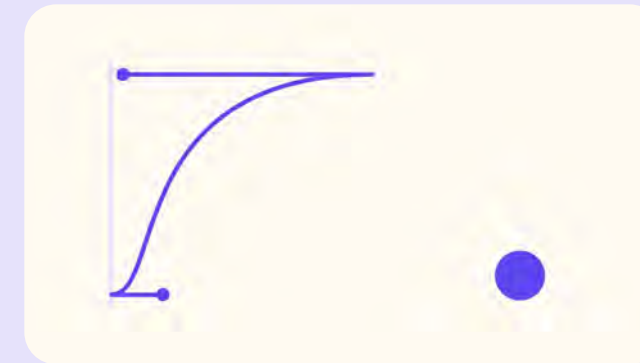


Principle: Charm
Duration: 1000 ms
Easing: 0.84, 0, 0.16, 1

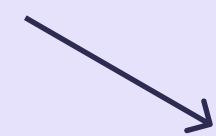


Idle

It breathes, floats or gently shifts, never fully still.

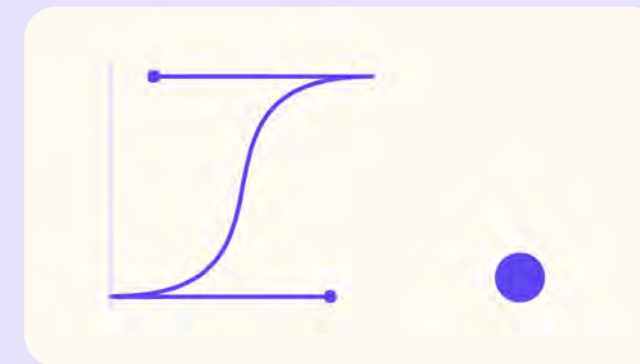


Principle: Presence
Duration: 1000 ms
Easing: 0.22, 0, 0.05, 1



Outro

A controlled elasticity that adds life without looking childish.



Principle: Charm
Duration: 800 ms
Easing: 0.84, 0, 0.16, 1

Typography

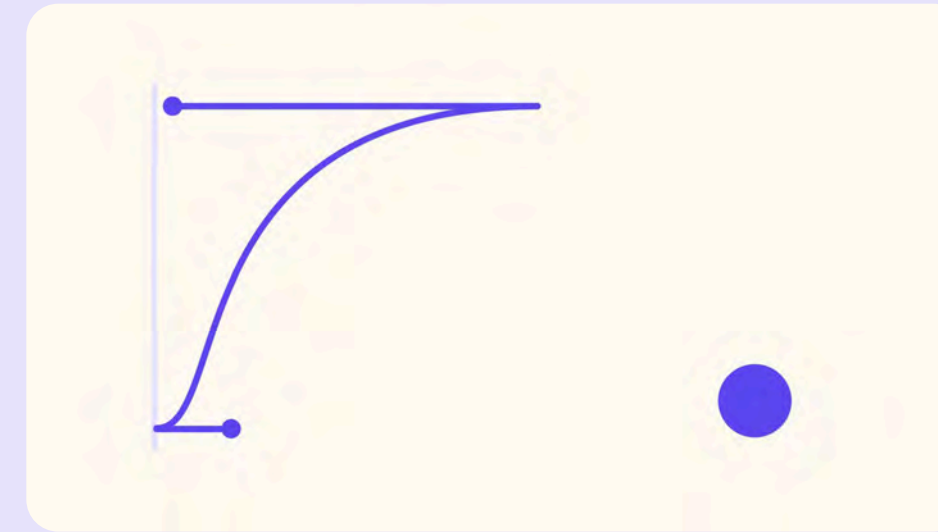
Text movement always occurs vertically. Each line begins slightly below its final position and animates upward to its target Y-position.

Plugin Recommendation

To achieve this upward text movement with built-in delay, there are several After Effects plug-ins that handle these animations particularly well and that we would recommend: [See Text Delay on AE scripts](#)

Headline

- Each word animates with a slight stagger to create additional rhythm and emphasis.
- Every line is masked with a rectangle shape that matches the exact height of its characters. (height = fontsize)
- All text elements should fade in as they appear.



Principle: Charm, Guide, Elevate

Duration: 1000 ms

Stagger: 20 ms per word

Easing: 0.22, 0, 0.05, 1

Typography

Text movement always occurs vertically. Each line begins slightly below its final position and animates upward to its target Y-position.

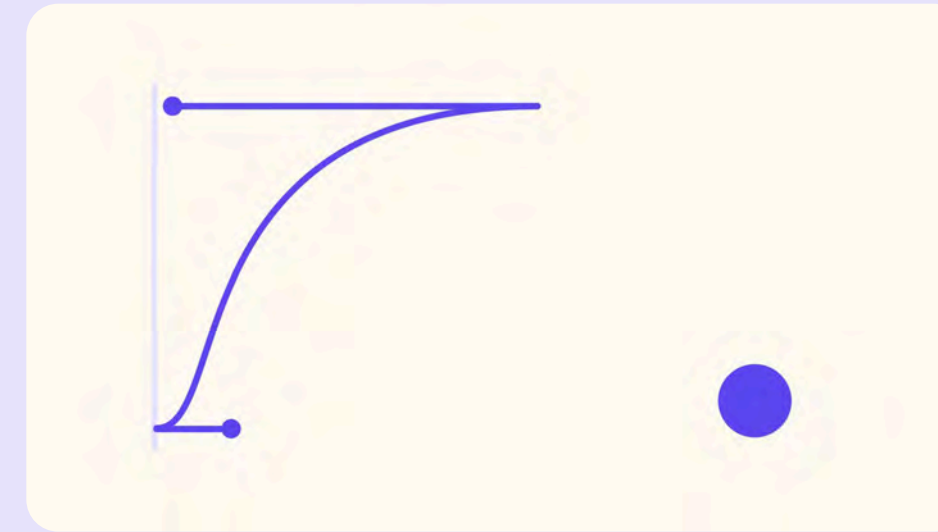
All text elements should fade in as they appear. A single line of text should never take longer than 1 second to animate.

Plugin Recommendation

To achieve this upward text movement with built-in delay, there are several After Effects plug-ins that handle these animations particularly well and that we would recommend: [See Text Delay on AE scripts](#)

Paragraphs

- Longer passages should animate in sections rather than as a lines or a single block.
- Both the reveal and the outro use a combination of fade and vertical rise to introduce and conclude the text smoothly.



Principle: Guide, Elevate

Duration: 1000 ms

Stagger: 20 ms per section

Easing: 0.22, 0, 0.05, 1

Layouts

The layouts in the videos should follow the structure of the static designs. These rely heavily on cards and boxed elements.

To translate this effectively into motion, we recommend basing the animations on a Bento-style approach.

Furthermore, the current animations in the video already reflect the very motion motifs characteristic of a Bento-style approach.

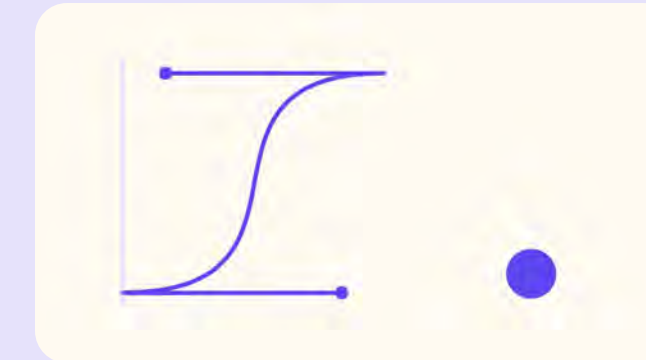
Tipp

There are also several high-quality online templates available that can be used as a starting point for these animations:

[On Artist \(Overview\)](#)

Box layouts elements

Calm precision with a clear destination.
For Fullscreen solids, Lower Thirds and other boxy layout elements.



Principle: Guide, Elevate

Duration: 1000 ms

Easing: 0.84, 0, 0.16, 1



Video Intro

without text



Video Outro

without text

