

THE
ROOM 
XCHANGE

STYLE GUIDE

September 2016
theroomxchange.com

This style guide creates and defines the standards for internal and external documents for THE ROOM XCHANGE. It serves as a reference source and training tool for anyone who reads or writes documentation, which is to say, everyone. This style guide will provide many benefits:

Time Savings.

This style guide saves time by providing quick answers to questions that may arise while writing documentation. “What information should be included in a specification?” or “How should I format the logo on this letterhead?” This style guide streamlines the process of composition, thus significantly reducing the time required to create new documents.

Consistency.

The style guide promotes consistency among documents throughout the company. This will lead to fewer arguments over questions of style and format and to less duplicated effort, resulting in savings of both time and money.

Professionalism.

In helping to write and maintain a style guide, employees have an opportunity to share their expertise and knowledge internally. Externally, your company enhances its image by developing and using an effective time- and money-management tool and by consistently producing quality documentation.

THE ROOM XCHANGE – Icon

Icon is representative of a pin mark on a map interwoven with the coming together of host and guest to xchange services. Icon can be used on its own across social media or where space is limited.



THE ROOM XCHANGE – Wording

'THE ROOM XCHANGE' is always written out in full and never abbreviated. It is to appear as capital case and the "X" is coloured orange in the Marydale font. The only exception where the word will appear as lower case, is the URL and emails.

THE
ROOM
XCHANGE

THE ROOM XCHANGE – Combined Branding

Merging of icon and wording for complete look and feel for the brand.
Full logo to be used on any marketing or advertising collateral.
Logo should be placed in proportion and never distorted.
When required - it can also be used in grey scale which is below.

THE 
ROOM
XCHANGE

THE 
ROOM
XCHANGE

THE ROOM XCHANGE – Colours

In the event that the orange of the logo clashes on a coloured background then these elements are changed to white.

THE
ROOM 
XCHANGE

THE ROOM XCHANGE – Combined Branding

When space is limited, you can also use the logo in a single line format.

Logo should be placed in proportion and never distorted.

When required - it can also be used in grey scale which is below.



THE ROOM XCHANGE – Written Brand

It is important to adopt a consistent approach to how the words 'THE ROOM XCHANGE' is written across all mediums, internally as well as externally.

Written word consistency

Each and every time the words 'THE ROOM XCHANGE' is written, including typed correspondence, it is to appear as sentence case, with each word capitalised. The only exception where the word will appear as lower case, is the URL and emails.

THE
ROOM
XCHANGE

Written word – correct use

The
Room
xchange

Written word – incorrect use

THE ROOM **XCHANGE**

Written word – correct use

~~THE ROOM XCHANGE~~

Written word – incorrect use

THE ROOM XCHANGE – Tagline

Each and every time the tagline is to be written, including typed correspondence, it is to appear in capital case.

CHANGING THE WAY WE LIVE

Written word – correct use

~~Changing the way we live~~

Written word – incorrect use

THE ROOM XCHANGE – Colour Palette

THE ROOM XCHANGE colour palette is a fundamental component of the brand identity. It helps to ensure consistent and coherent communications.

Most print applications will be CMYK and all electronic uses will be RGB.

These colours are to be used the majority of the time across all corporate and primary branding applications.

- Orange represents the coming together of the two exchangers - the host and the guest.
- Blue represents the host.
- Green represents the guest.

THE ROOM XCHANGE
Dark Grey
CMYK: 72/66/65/20
RGB: 85/83/83

THE ROOM XCHANGE
Orange
CMYK: 2/62/78/0
RGB: 239/127/73

THE ROOM XCHANGE
Turquoise
CMYK: 75/1/44/0
RGB: 5/182/165

THE ROOM XCHANGE
Light Blue
CMYK: 74/22/0/0
RGB: 26/158/217

THE ROOM XCHANGE – Primary Typeface

Our heading typeface is Futura Bold.
Our body copy typeface is Futura Book.
Please use for all applications when available.
Text sizing should be done appropriately and not
overwhelm the page.

Futura Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Futura Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

THE ROOM XCHANGE – Secondary Typeface

For social media posts the typeface used is Marydale regular and always in capitals. Please use for all applications when available.

	!	"	#	\$	%	&	'	()
*	+	,	-	.	/	0	1	2	3
4	5	6	7	8	9	:	;	<	=
>	?	@	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	

THE ROOM XCHANGE – Clear Space and Minimum Size

Clear space

To maximise the visual impact and integrity of the brandmark a 'clear space' must be allowed.

This ensures that no other elements are positioned within the area specified.

The 'clear space' signifies the minimum clearance only; where possible, more space should be maintained.

The dimension of the 'clear space' is in direct relationship to any size in which the brand identity may appear.

The clear space is recognised as the 'x-height' which is the cap height of the wording 'THE ROOM XCHANGE'.

Please refer to the diagram to the right.



Minimum size

To ensure that the clarity of the THE ROOM XCHANGE brandmark is maintained, you must adhere to a minimum size.

The minimum size is based upon the x height of the wording 'THE ROOM XCHANGE'. As a rule, it should never be reduced to a size smaller than 25mm. Refer to example to the right.



THE ROOM XCHANGE – Video

General

- Colors should be not be visually distracting and competing with the rest of the video. We recommend sticking to the colors in the identity style guide and avoiding colors not associated with the THE ROOM XCHANGE.
- Fonts should be conservative in appearance and legible.
- All written text that appears in videos should fit within the text safe area of the video to ensure proper display on all devices.
- Text sizing should be done appropriately and not overwhelm the framing of the video; when selecting a size consider a maximum of 32pt with the goal of keeping the text confined to occupying a third of the image.
- If music is being used along with spoken words, it should not overpower the speakers audio.
- Copyright music should not be used. If stock music is purchased, it should be used in compliance with the licensing that was paid with it.

Intro

The standard video intro is based on the THE ROOM XCHANGE style to keep a clean, minimalist look. All logos should follow the examples shows here and be centered in the space.



Outro

Similar to the intro, the outro features a centered logo, but add the hashtag #XCHANGE #XPERIENCE all in capitals, centered below the logo.



THE ROOM XCHANGE – Photography

- THE ROOM XCHANGE should always produce engaging, memorable and eye catching solutions.
- Images should be warm and real, capturing each of the personas and general travel/home imagery. They are to feel natural, observed and shot in a real location.
- Images should be exposed for proper white balance and images should be in focus.
- Images are to be in full colour with no treatments/filters applied.
- Subjects should be framed to allow for suitable headroom and adhere to the rule of thirds for framing.
- Avoid using shaky shots if possible and keep images stabilized.

Here are excellent examples of images sourced for THE ROOM XCHANGE specifically.



THE ROOM XCHANGE – Favicon

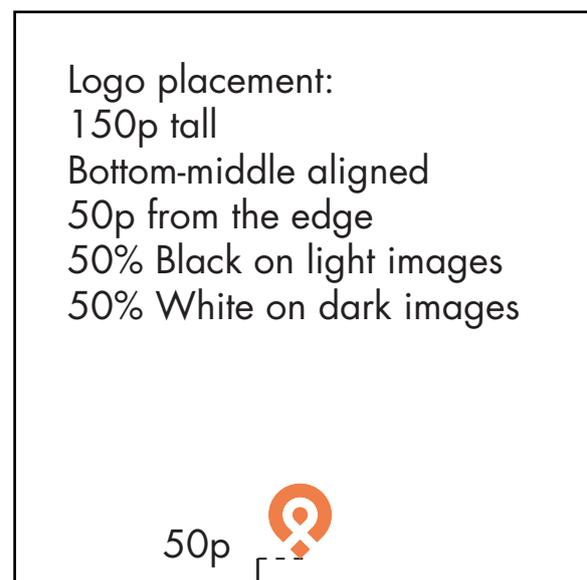
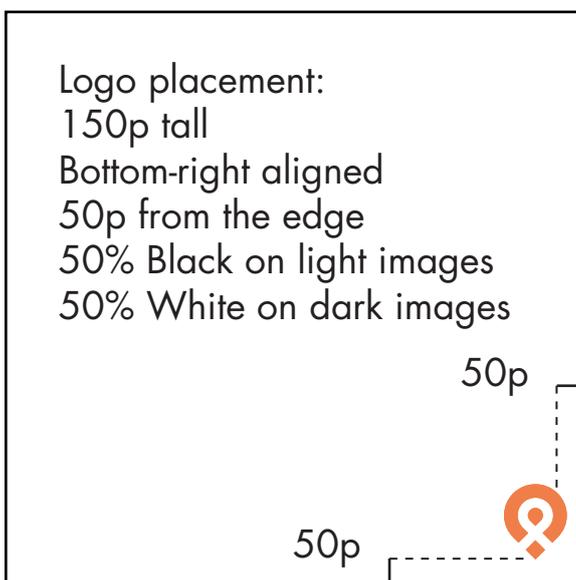
This icon will be associated with THE ROOM XCHANGE brand, to be displayed in the address bar of a browser accessing the site or next to the site name in a user's list of bookmarks.



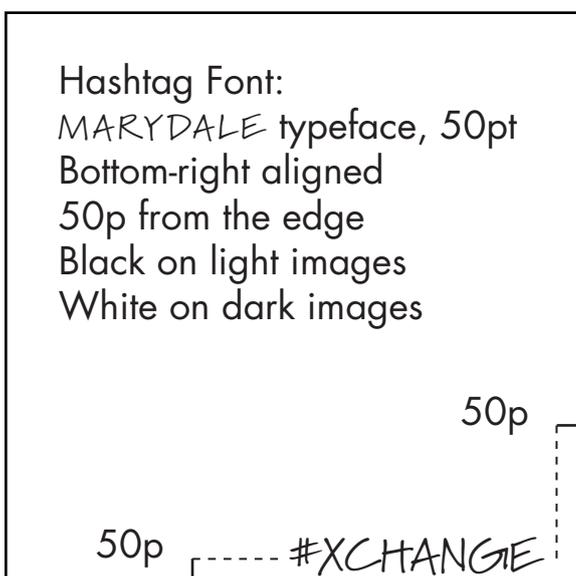
THE ROOM XCHANGE – Social Media

Each social media post is to use a clean and consistent style when including the logo and hashtags on images.

1080x1080p



Instagram posts – Logo correct use (scale 1:5)



Instagram Posts – Font correct use



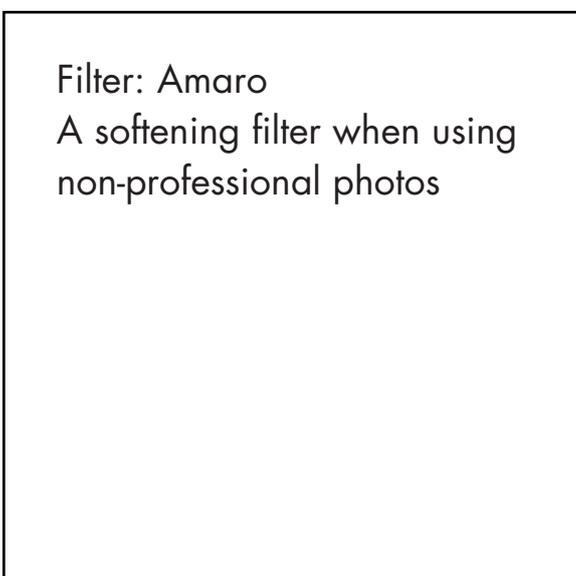
Instagram Posts – Font incorrect use

THE ROOM XCHANGE – Social Media

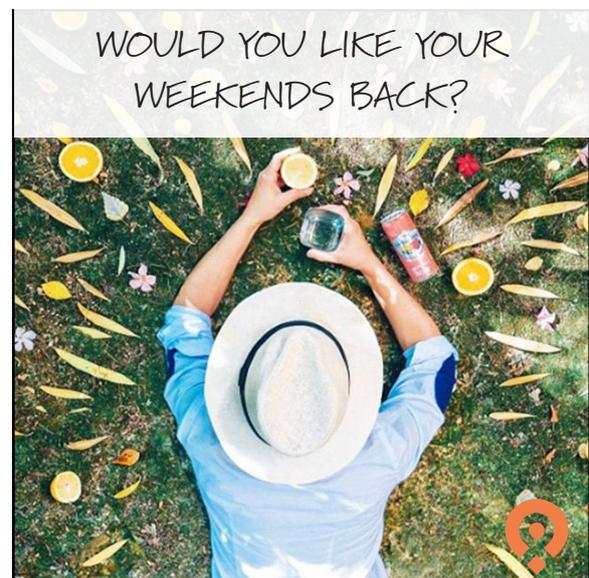
Each social media post is to use a clean and consistent style when using filters and text overlay on images.



Social media posts – Text treatment



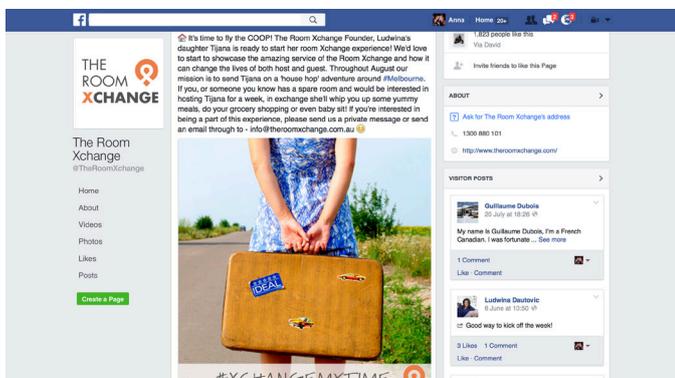
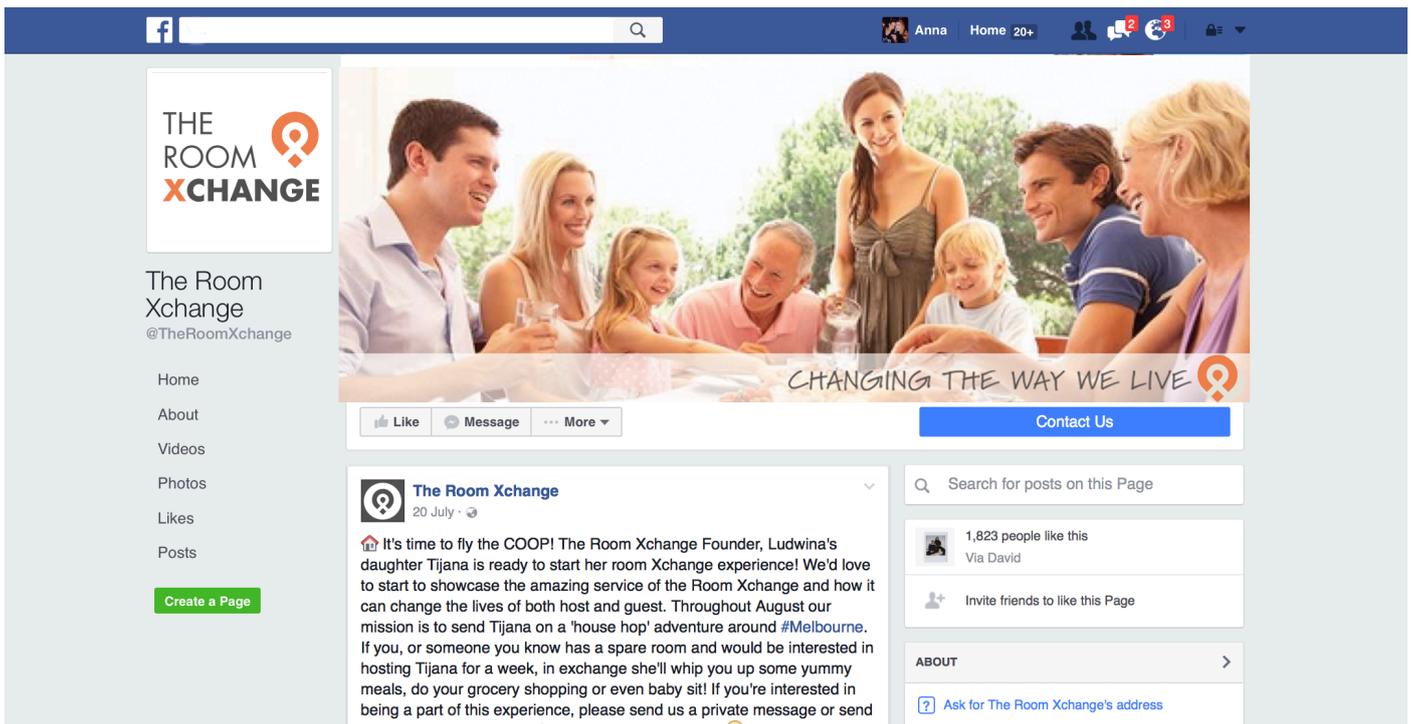
Instagram posts – Correct filter



Text placement:
75% transparency white box behind text
Aligned top and bottom only
Logo bottom-right
100% transparency when on white box
50% transparency when on image

THE ROOM XCHANGE – Facebook

New branding applied to Facebook



Facebook post – correct use



Facebook post – incorrect use