



Logotype & Brand Guidelines

www.dohop.com



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Dohop is where innovation meets the aviation industry, where valuable partnerships are created in an ever-changing digital world, and where travel, is simple, accessible, and seamless.

When you interact with Dohop you can expect:

Sincerity.

Honest, fair and wholesome.

We do not shy away from telling things as they are, we are transparent while having the customer's well-being at heart first and foremost. We are down to earth, relatable and fun to work with.

Excitement.

Daring, spirited and up-to-date.

We are sincerely excited about what we do, we trust that we have the power to change the industry and we act like it. Not only do we show excitement but we do our best to instil it in our partners and customers.

Competence.

Reliable, receptive and attentive to details.

We are knowledgeable and experienced and we strive to always bring that knowledge and experience to our customers and apply it to their own specific needs. We are always prepared and good at anticipating needs.

Friendliness

Open, inviting and warm.

When you meet a Dohop team member you meet a friend. We are curious and open to ideas and we opinions, we love discussing and learning new things.

TONE OF VOICE

When you speak on behalf of Dohop keep our brand values in mind.

Speak directly to your audience in natural and friendly way, without using artifice. We are simply people speaking to other people, we are humble and down-to-earth.

Helpful, authentic and friendly

We keep it real. We listen, we ask how we can help and we follow through. We are honest, direct and understanding. We are empathic and give people the respect that they deserve. We do not speak like robots, we are not cold, distant, we are not extra formal and we do not use the passive voice.

We distinguish ourselves from other technology providers in the industry by using language that makes communication feel easy, pleasant, and not restraining. By keeping our values in mind and being thoughtful when we use language we help create a better connection between Dohop and those we interact with.

TONE OF VOICE TIPS

When you speak on behalf of Dohop keep our brand values in mind.

Strive for active voice instead of passive.

Here's how:

Yes: You will find the best flight connection for your travels on Dohop.

No: The best flight connections can be found on Dohop.

Use positive communications instead of negative.

Here's how:

Yes: Use Dohop Guarantee for a stress-free flight to Milan.

No: Use Dohop Guarantee if you don't want to worry about flight delays and cancellations.

Keep the adverbs to yourself. Skip the “very, really, basically”.

Here's how:

Yes: An innovative way to create 2.0 airline partnerships.

No: A very good way to create 2.0 airline partnerships



Book



Pack



Fly



Have Fun!

DOHOP

BACKGROUNDS

The Dohop logo, pictured top left, is our primary logo, and it should only be used with Black, White, and Ocean blue colors. For any other background you should use a monochrome logo.



EXCLUSION ZONE AND MINIMUM SIZE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements, that might conflict or overcrowd and lessen the impact of the mark

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. The Dohop logo should never be smaller than 35px in digital or 20mm in print.



35 px



16 px

LOGO MISUSES



Do not change or interchange the colors of the logo icons.



Do not change our icons order.



Do not distort or wrap our logo in any way



Do not change the typeface.



Do not rotate the logo.



Do not place the logo over busy photographic backgrounds

COLORS

Sunburn

RGB 255/83/38

CMYK 0/67/85/0

PANTONE PMS 171 C

HEX #FF5326

Sky

RGB 0/210/255

CMYK 69/0/13/0

PANTONE PMS 311 C

HEX #00D2FF

Ocean

RGB 0/0/94

CMYK 100/100/6/57

PANTONE PMS 2766 C

HEX #00005E

Sun

RGB 255/188/0

CMYK 0/28/100/0

PANTONE 7549 XGC

HEX #FDBB00

Grass

RGB 80/217/175

CMYK 43/0/26/0

PANTONE PMS 3385 C

HEX #50D9AF

Neutrals

RGB 79/79/79

CMYK 65/57/57/35

PANTONE PMS 7540 C

HEX #4F4F4F

Aa
Montserrat

Thin

Quick fox jumps nightly above wizard.

Light

Quick fox jumps nightly above wizard.

Medium

Quick fox jumps nightly above wizard.

Semi Bold

Quick fox jumps nightly above wizard.

Bold

Quick fox jumps nightly above wizard.

Extra Bold

Quick fox jumps nightly above wizard.

Black

Quick fox jumps nightly above wizard.

PAIRINGS

Montserrat is a geometric sans-serif typeface of bold and thin type. Simple and easy to read.

Headline
Semi-Bold
Subhead
Light

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Regular

Headline
Medium
Subhead
Thin

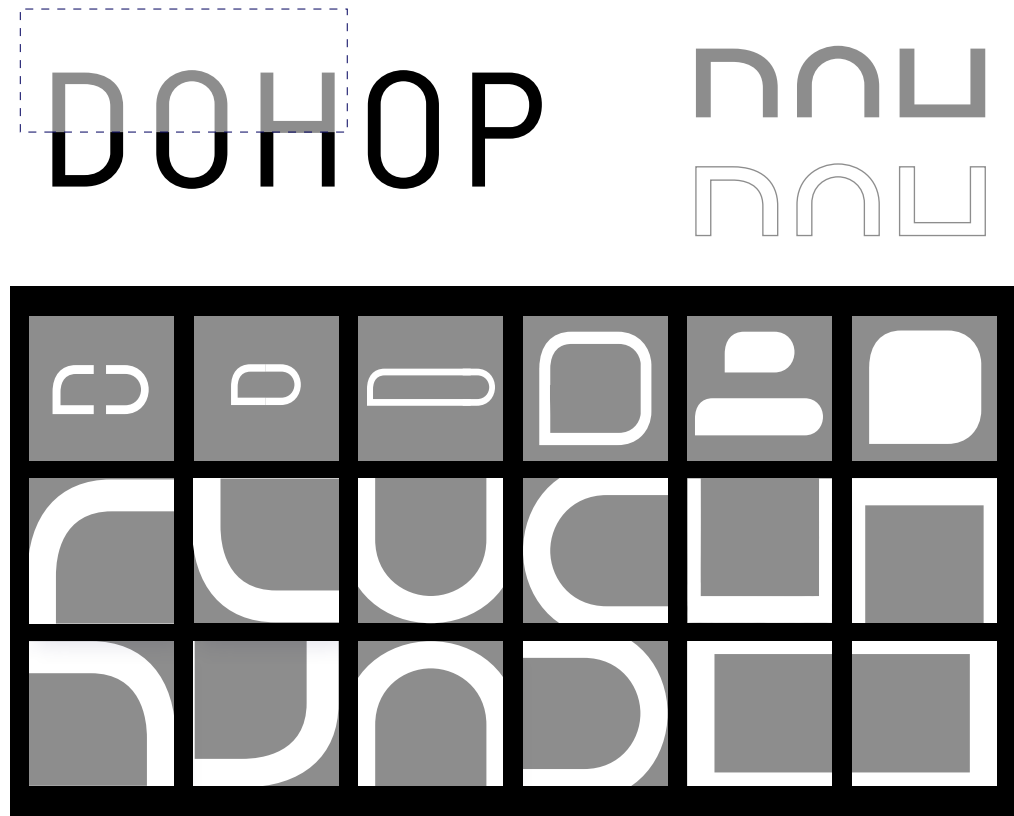
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Light

DESIGN ELEMENTS

These design elements have been created based on our logo and allow for creativity in uniformity. The components can be used to create CTA buttons or speech bubbles, they can be applied to stock imagery or incorporated in animations.

The design elements are meant to allow us to keep our playful identity. The use of color depends on the communication, and mainly, the product that they are communicating.



ICONS

Download

The existing icons are diverse and widely meant to fit any communication. Each icon has an outline and a fill version. In the chance that none of the existing icons fit with your needs, contact tanya@dohop.com.

Outline



Filled



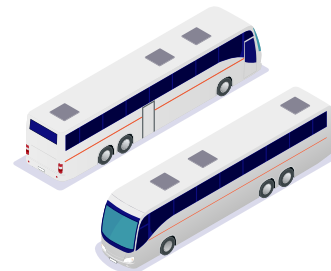
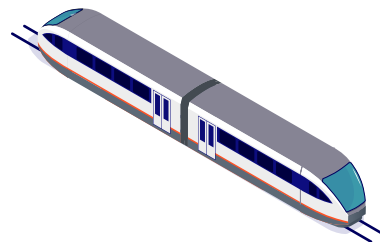
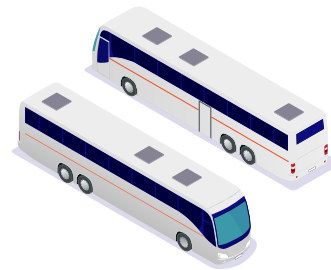
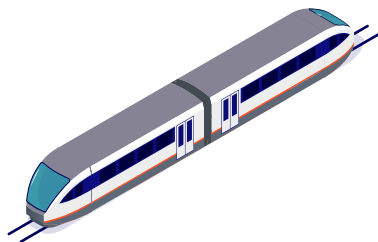
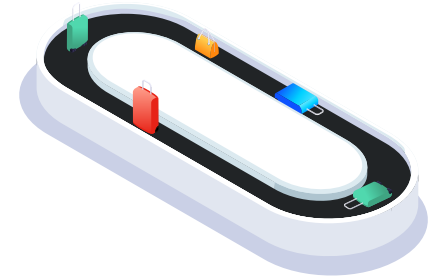
Container



ILLUSTRATIONS

TRAVEL

Download





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