OFFICIAL BRAND RESOURCES

ReservationHub brand kit. Logos, colours and rules in one place.

The single source of truth for the ReservationHub brand. Partners, customers, media and designers can download every approved logo, icon and social asset here, with the guidelines for using them correctly.

LAST UPDATED: NOVEMBER 2026



BRAND OVERVIEW

One platform, three ways to connect.

ReservationHub is the travel technology brand of Innovate Solution, building travel software since 2013. It is sold three ways: a hosted **SaaS booking platform** for agencies going online, a **Source Code Edition** for businesses that want to own and run the platform, and the **Travel API** for companies that already have their own systems.

The identity reflects that idea of connection. In the H mark, two interlocking strokes in Sky Blue and Mint Green join the two sides of the letter: suppliers and sellers, content and distribution. The rest of the name is set in deep navy, so the mark carries the colour.

The name is always written **ReservationHub**: one word, capital R and capital H.

Connected

The interlocking H is the core idea. Show links between parts, not isolated pieces.

Dependable

Navy-led, calm layouts. Travel businesses run on this platform every day.

Clear

Plain language, real figures, no hype. Say which product fits which buyer.

Global

Built for the Middle East, Europe and Asia. Works in right-to-left layouts too.

LOGO

Four lockups, five colour versions.

Every file is vector-accurate to the master artwork. SVG for web and apps, PDF or EPS for print, transparent PNG when a bitmap is required.

Primary logo

The master logo. Use it whenever space allows.



Full colour

White and light backgrounds (default)



Reverse

Hub Navy and dark backgrounds



Navy, one colour

One-colour print on light backgrounds



Black

Black-only print, stamps, embossing



White

Photos and dark brand colours

Horizontal logo

Icon and one-line wordmark for site headers, email signatures and narrow spaces.



Full colour

White and light backgrounds (default)



Reverse

Hub Navy and dark backgrounds



Navy, one colour

One-colour print on light backgrounds



Black

Black-only print, stamps, embossing



White

Photos and dark brand colours

Vertical logo

Icon above the one-line wordmark for square and centred layouts.



Full colour

White and light backgrounds (default)



Reverse

Hub Navy and dark backgrounds



Navy, one colour

One-colour print on light backgrounds



Black

Black-only print, stamps, embossing



White

Photos and dark brand colours

Icon (H mark)

The mark on its own for avatars, app icons and favicons, where the name is shown nearby.



Full colour

White and light backgrounds (default)



Navy, one colour

One-colour print on light backgrounds



Black

Black-only print, stamps, embossing



White

Photos and dark brand colours

The icon has no reverse version: the full-colour mark already works on dark backgrounds.

CLEAR SPACE & MINIMUM SIZE

Give the logo room to breathe.



Clear space: keep an empty margin of **x** on every side, where x is the height of the word "RESERVATION" (about 22% of the primary logo's height). For the horizontal and vertical logos, x is the height of the one-line wordmark. For the icon, use a quarter of the icon's width.

No text, edges, other logos or busy imagery may enter this area.

LOGO	MINIMUM ON SCREEN	MINIMUM IN PRINT
Primary	120 px wide	30 mm wide
Horizontal	160 px wide	40 mm wide
Vertical	100 px wide	25 mm wide
Icon	16 px	6 mm

APPROVED & PROHIBITED USE

Use the files exactly as supplied.

Anyone may use these assets to refer to ReservationHub: partners, customers, integrators, press and event organisers. Using them does not imply partnership or endorsement unless we have agreed it in writing.



Full-colour logo on white or a light background.



Reverse logo on Hub Navy or another dark colour.



All-white logo on a brand colour or a calm photo.



Single-colour black or navy when only one ink is available.



Do not stretch, squash or change the proportions.



Do not recolour the logo or the H mark.



Do not rotate, skew or set the logo on a path.



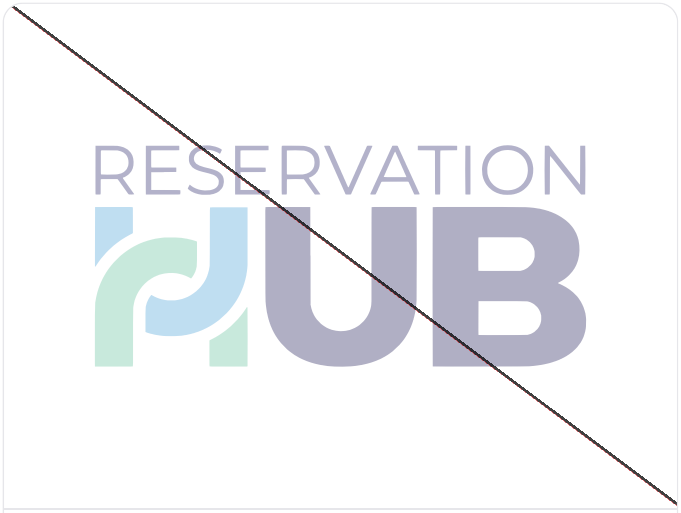
Do not add shadows, glows, outlines or 3D effects.



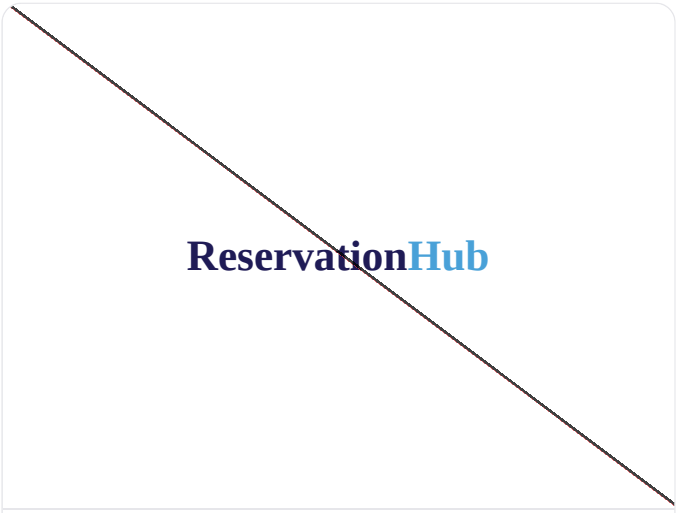
Do not place the full-colour logo on dark backgrounds.



Do not use busy or low-contrast backgrounds.



Do not fade the logo or lower its opacity.



Do not retype the name in another font or rebuild the logo.

COLOUR PALETTE

Navy carries the name. Blue and mint carry the mark.

Click any value to copy it.

CORE LOGO COLOURS

Hub Navy

Primary. "HUB" letters, headlines, dark backgrounds.

HEX #1F1B56 copy

RGB 31, 27, 86 copy

CMYK 64, 69, 0, 66 copy

Reservation Indigo

"RESERVATION" letters, gradients alongside Hub Navy.

HEX #262568 copy

RGB 38, 37, 104 copy

CMYK 63, 64, 0, 59 copy

Sky Blue

Mark accent (upper stroke). Graphics, highlights; not for body text.

HEX #49A1D8 copy

RGB 73, 161, 216 copy

CMYK 66, 25, 0, 15 copy

Mint Green

Mark accent (lower stroke). Graphics, highlights; not for body text.

HEX #64C29D copy

RGB 100, 194, 157 copy

CMYK 48, 0, 19, 24 copy

WEBSITE INTERFACE COLOURS

Ink

Website text, primary buttons and footer background.

HEX #0B1232 copy

RGB 11, 18, 50 copy

Action Blue

Website accent blue for icons, tags and highlights.

HEX #2854E0 copy

RGB 40, 84, 224 copy

Signal Mint

Website accents and success states.

HEX #11C18A copy

RGB 17, 193, 138 copy

Mist

Website section backgrounds.

HEX #F6F7FB copy

RGB 246, 247, 251 copy

White

Backgrounds and reversed logo.

HEX #FFFFFF copy

RGB 255, 255, 255 copy

CMYK values are converted from sRGB for reference; ask your printer for a proof. No Pantone match has been specified. Palette files: CSS · JSON · ASE · GPL · PNG.

TYPOGRAPHY

Four free typefaces, each with one job.

LOGO · MONTSERRAT REGULAR / EXTRABOLD

RESERVATION HUB

The logo letterforms. They are supplied as outlines in every logo file, so never retype the logo.

Montserrat on Google Fonts ↗

DISPLAY · SORA 600–700

Travel technology, connected.

Headlines, titles and banner copy. Tight letter-spacing (-0.025em) at large sizes.

Sora on Google Fonts ↗

BODY · DM SANS 400–600

Hosted SaaS, source-code editions and content APIs from one platform.

Paragraphs, interface text and captions. 15–17 px on screen, line-height 1.55.

DM Sans on Google Fonts ↗

LABELS · JETBRAINS MONO 500

GDS · NDC · LCC · HOTELS

Eyebrow labels, codes, URLs and figures. Uppercase with wide tracking.

JetBrains Mono on Google Fonts ↗

All four are licensed under the SIL Open Font License. In Microsoft Office documents where they are not installed, use Arial.

ICONOGRAPHY & VISUAL ELEMENTS

Built from the H mark.



The H mark

Use it as the app icon, avatar and favicon, and as a sign-off on slides. Never use it as a bullet or a decorative pattern at small sizes.



Arc watermark

An oversized white H mark at 5–8% opacity, bleeding off the edge of navy backgrounds. Used on covers and banners behind the logo, never in front of it.



Connection bar

A thin Mint → Sky Blue → Indigo gradient along the bottom edge of covers, share images and slides.

Icons: use simple line icons at 1.5–1.6 px stroke with round caps, in Ink or Hub Navy, with Sky Blue or Mint Green only for emphasis. Keep corners consistent and avoid filled, multi-colour clip-art.

Photography: real travel and real people at work; natural light; no heavy filters. Put the logo on the calmest part of the image, using the white version.

BACKGROUND & CONTRAST

Pick the version by the background.

Sky Blue and Mint Green are below the 4.5:1 WCAG AA contrast ratio on white, so use them for graphics and the mark, never for body text on white.

BACKGROUND	LOGO VERSION	TEXT COLOUR	CONTRAST (TEXT)
White, Mist #F6F7FB	Full colour	Ink #0B1232 / Hub Navy	18.3:1 / 15.6:1
Hub Navy #1F1B56, Ink #0B1232	Reverse	White	15.6:1 / 18.3:1
Reservation Indigo #262568	Reverse	White	13.6:1
Sky Blue #49A1D8	White (one colour) or navy	Hub Navy	5.5:1
Mint Green #64C29D	White (one colour) or navy	Hub Navy	7.2:1
Photography	White (one colour) on a calm area	White on a dark overlay	≥ 4.5:1

SOCIAL MEDIA BRANDING

Sized for every platform.

Profile images use the H mark on white so it stays readable inside circular crops; the account name next to it carries “ReservationHub”. Covers use the

reverse primary logo inside each platform's safe area. Upload the PNGs as they are, without re-cropping.

PLATFORM	ASSET	SIZE (PX)	NOTES	DOWNLOAD
Facebook	Profile picture	720 × 720	Shown as a circle at 176 px; keep the mark inside the centre.	
Facebook	Cover photo	1640 × 624	Content sits in the centre so mobile (side crop) and desktop both show it.	
LinkedIn	Company logo	400 × 400	Square; LinkedIn may round the corners.	
LinkedIn	Company cover	1128 × 191	Left 300 px kept clear for the overlapping company logo.	
Instagram	Profile picture	1080 × 1080	Displayed as a 320 px circle.	
X (Twitter)	Profile picture	400 × 400	Displayed as a circle.	
X (Twitter)	Header	1500 × 500	Profile picture overlaps bottom-left; content is centred.	
YouTube	Channel icon	800 × 800	Displayed as a circle.	
YouTube	Channel banner	2560 × 1440	Logo and copy inside the 1546 × 423 safe area visible on every device.	
WhatsApp Business	Profile picture	640 × 640	Circular crop.	
Telegram	Profile picture	640 × 640	Circular crop.	
TikTok	Profile picture	720 × 720	Circular crop; minimum 200 × 200.	
Google Business Profile	Logo	720 × 720	Square; minimum 250 × 250.	
Google Business Profile	Cover photo	1080 × 608	16:9; Google may crop edges, so content is centred.	
Open Graph	Default share image	1200 × 630	Used by reservationhub.net pages; also fits X large cards.	
Open Graph	Dark share image	1200 × 630	Alternative for campaign links.	

Need the full logo instead of the mark as a profile image? Use the profile alternates (1080 × 1080, light and dark) in the social package. Name the accounts “ReservationHub”, link to www.reservationhub.net, and use the same profile image everywhere.

FAVICONS, APP & WEB ICONS

The mark, at every size.

At 16–32 px the full logo is unreadable, so browser and app icons use the H mark. Apple and maskable icons sit on solid white because those platforms ignore transparency and crop to their own shapes.

FILE	SIZE	USED BY	DOWNLOAD
favicon.ico	16, 32, 48	All browsers, legacy fallback	
favicon.svg	scalable	Modern browsers (Chrome, Edge, Firefox, Safari)	
favicon-16/32/48.png	16, 32, 48	Browser tabs, bookmarks	
apple-touch-icon.png	180	iPhone and iPad home screen	
android-chrome-192/512.png	192, 512	Android home screen, PWA	
maskable-icon-512.png	512	Android adaptive icons (safe zone respected)	
app icon light / dark	180, 512, 1024	App stores, launchers, integrations marketplaces	

QUESTIONS

Brand kit FAQ.

Where can I download the ReservationHub logo?

On this page. Every logo version is available as SVG (vector, for web), PDF and EPS (vector, for print) and transparent PNG at three sizes. The complete brand kit ZIP contains all of them.

Which ReservationHub logo should I use?

Use the full-colour primary logo on white or light backgrounds and the reverse version on Hub Navy or other dark backgrounds. Use the horizontal logo where height is limited, and the icon only where the ReservationHub name appears nearby.

What are the ReservationHub brand colours?

Hub Navy #1F1B56, Reservation Indigo #262568, Sky Blue #49A1D8 and Mint Green #64C29D. RGB and CMYK values are listed in the colour section and in the downloadable palette files.

What font does ReservationHub use?

The logo letterforms are Montserrat (Regular and ExtraBold) and are supplied as outlines. Brand and website typography uses Sora for headings, DM Sans for body text and JetBrains Mono for labels. All four are free Google Fonts.

How is the name written?

ReservationHub: one word, capital R and capital H. Do not write "Reservation hub", "RESERVATIONHUB" in running text or "R-Hub".

Can I change the logo colours or redraw it?

No. Use the supplied files only. If none of the five colour versions works for your layout, email info@reservationhub.net and we will help.

Press, partnership or co-branding requests, or need a format that isn't here? Email **info@reservationhub.net**.