


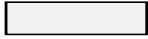
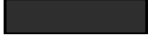


HospoDoc – Brand Guide (Final)

Brand Positioning

HospoDoc represents trust, professionalism, modern technology and approachability. The brand combines hospitality knowledge with technical expertise, presented in a calm, confident and practical way.

Official Brand Colours

Sample	Name	Hex	Usage
	Hospo Blue (Primary)	#0B3A6E	Hospo wordmark, headings, navigation, footers
	Doc Teal (Secondary)	#2CB5B0	Doc wordmark, accents, highlights, icons
	Pure White	#FFFFFF	Primary backgrounds, reverse logo
	Soft Light Grey	#F2F2F2	Panels, cards, dividers
	Charcoal Grey	#2E2E2E	Body text, legal text

Logo Usage Rules

Primary logo is used on white or light backgrounds. Reverse logo must be white on Hospo Blue or Charcoal backgrounds. Monochrome logos are permitted only when colour reproduction is unavailable.

Logo Do & Don't

Do not recolour the logo. Do not swap Hospo Blue and Doc Teal. Do not add gradients, shadows or outlines. Do not place the logo on busy or low-contrast backgrounds.

Typography

Recommended fonts include Inter, Roboto, Poppins or Montserrat. Typography should remain clean, modern and highly legible across digital and print formats.