

WebBeds

December 2025

Brand Guide.



webbeds.com



What's new in our 2025 refresh.

Our 2025 brand refresh introduces a series of updates to our visual identity as our brand evolves and matures.

Notably, we have retired the WebBeds Curve as a core visual device. It played an important role in helping our communications stand out while the brand was growing, but our identity is now strong enough for the logo to lead without additional framing.

That said, curves remain part of our design DNA. To maintain this softness, we've introduced rounded corners across all images and solid fill blocks. These provide a clean, flexible way to stage our logo and text in more complex visual environments, such as over photography.

We have also formally embedded 'Big Font' and 'Red Spot' as visual devices, they are now established components of our brand platform.

Our typography has evolved too. Montserrat Extra Bold remains in use for headlines ('Big Font'), and 'Regular' for our website URL on collateral, those are now the only instances fonts from that family are used. We have a new typeface family, Barlow Semi Condensed, a slightly rounded Grotesk typeface family for body copy use. And our internal templated materials now utilise Microsoft's default desktop font, Aptos.

Lastly, we will place a greater focus on not using WebBeds Red as a background fill in communications - it's a heavy colour and we want to keep things light.

We also ask all to consider visual consistency when using icons, opting for solid fill icons with slightly rounded corners similar to our customised WebBeds icons.

Contents.

- 04 Brand Platform
Logo, colours, typography, visual devices, imagery, personality, format, values
- 06 Logo
Versions, placement, sizing & clear space, what to avoid
- 11 Colours
WebBeds Red - Our bespoke digital brand colour + RGB, CMYK & Spot colours
- 14 Typography
Our corporate typefaces for designers, desktop fonts, tracking settings for headline typeface
- 16 Imagery
Style for internal & external application
- 18 Visual Devices & Layout Guidance
General layout guidance, Big Font & Red Stop, corner curves, WebBeds iconography
- 22 Key Messages
Promotional and brand positioning statements - Umbrella, Supplier & Buyer
- 31 Our Values
Our values underpin what we stand for in the eyes of our customers, employees & stakeholders
- 33 Layout Samples
Examples of the brand in action, giving you some visual cues on how to apply the brand correctly

WebBeds

Brand platform.

Our brand is more than our name and logo. It includes all the elements that communicate our personality and offering, including colour, visual devices, typography, imagery, tone and key messages.



Brand platform.

Logo

Our logo with the hotel bed character 'bed man' places people and hotels at the heart of our brand experience.

Colours

WebBeds Red. Bespoke, digitally friendly, bold, recognisable and the colour of our company's heritage.

Typography

Barlow Semi Condensed is our corporate body copy typeface together with Montserrat as our headline font.

Visual Devices

We employ some simple layout elements that are subtle but recognisable and make layouts 'ours'.

R220 G20 B10	R00 G00 B00	R204 G204 B204	R255 G255 B255
HEX #E51E24	HEX #000000	HEX #A6A6A6	HEX #FFFFFF
CMYK C75 M34 Y10 K10	CMYK C0 M0 Y0 K100	CMYK C45 M45 Y45 K0	CMYK C0 M0 Y0 K0
Patterns PATTERN: RED	Patterns PATTERN: THE BLACK	Patterns PATTERN: THE GRAY 20%	

Montserrat.

Barlow Semi Condensed

ABCdefghi 123456

ABCdefghi 123456

ABCdefghi 123456

ABCdefghi 123456

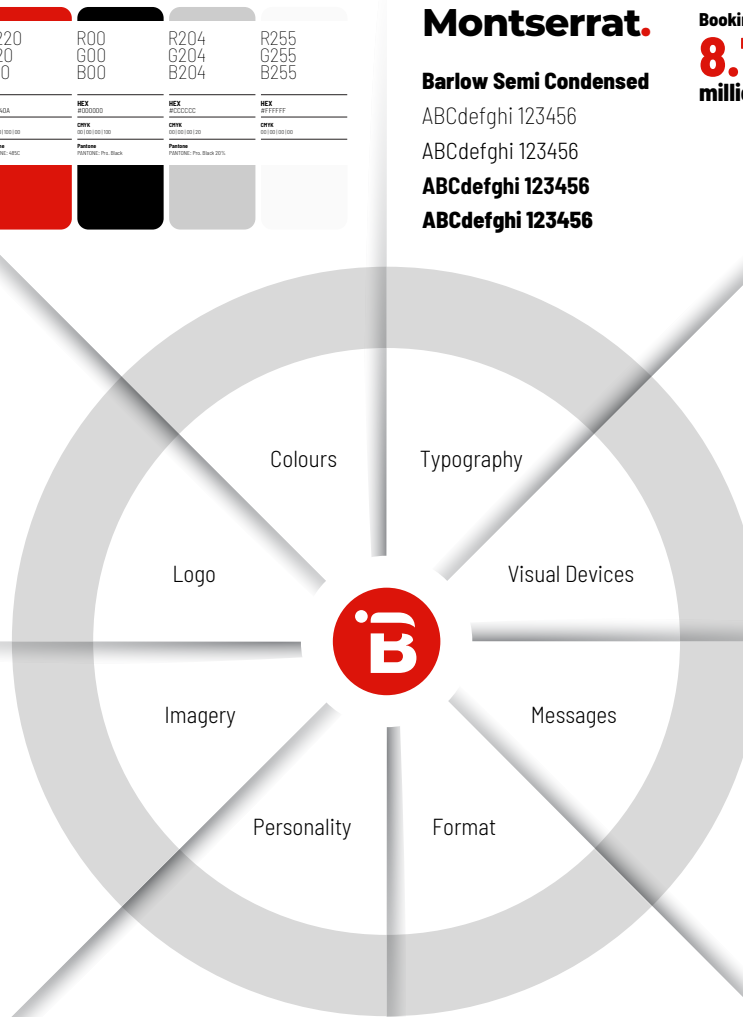
Bookings
8.7
million

Bookings
8.7
million

WebBeds

WebBeds

webbeds.com



Red Stop.
&
Big font.



50,000+
travel buyers
across
140+
source markets
generating

8.4 million
bookings in FY25

that is...

700,000
bookings per
month in FY25 (avg)

20.8 million+
room nights
booked in FY25

1.7 million+
room nights per
month in FY25 (avg)

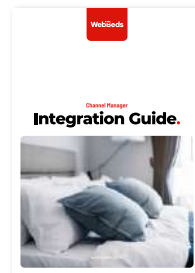


We are...

- Likeable
- Professional
- Reliable
- Trustworthy
- Passionate
- Focused

Our tone is...

- Conversational
- Relaxed
- Confident
- Calm
- Positive
- Engaged



Imagery

High quality professional imagery to suit the communication audience, internal and investor/external.

Personality

We are relaxed, fun and likeable - but at all times relevant, professional, focussed and reliable.

Format

Formatting that is light, clean and consistently applied across all mediums.

Key Messages & Numbers

We provide consistent, accurate & informed key messages, facts & figures to support offering.

WebBeds

Logo.

Our Logo, Best Practices,
Minimum & Maximum Sizes,
Project Logos, What to Avoid.



Our logo.

We love our logo.

We love our logo. It was voted for by our staff from around the world of WebBeds. The character lying on a hotel bed in the centre of our company name places people and hotels at the heart of our brand experience and must be displayed clearly on all internal and external communications.

Please ensure you follow the best practice guidelines, noted on the next couple of pages, for clear space, minimum and maximum sizes, when you are using the logo.

It should either appear in white on WebBeds Red or WebBeds Red on white backgrounds and 100% black for Black & White publications. In limited situations, approved by marketing only, on one of our gradient background accents.

If you are looking to display the logo on a different background environment or material, please don't hesitate to contact a member of your Regional Marketing team for guidance and approval.



White on WebBeds Red background



WebBeds Red on Black background



WebBeds Red on White backgrounds



100% Black for B&W publications only

WebBeds Corporate Site URL

Whilst Barlow Semi Condensed has replaced Montserrat as our primary corporate font, we have retained Montserrat Extra Bold as our Headline font and Montserrat Regular for use in staging our website URL on documents and collateral. Vector & image files can be found in the Logos folder for the website URL for application as needed.

webbeds.com

webbeds.com

webbeds.com

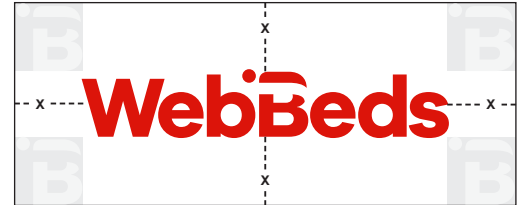
Clear space, minimum & maximum sizes.

Clear space

Make sure there is enough clear space around the edge of the logo and that you respect the minimum and maximum sizes.

The amount of clear space surrounding the logo is defined by the measure of X. This a minimum, more is better.

X being the height of the logo.



Minimum size

Recommended minimum width of the logos is 20mm or 160px.

WebBeds



Print: 25mm
Digital: 160px

Maximum size - relationship to layout space

Bigger is not better, and appropriate scaling, or balance of logo scale to layout space, is really important.

The logo width should never be larger than 1/4 the width of a portrait sized A4 page, or 1/6width of an landscape A4 page.

Use the scale examples in this document as a base for other layouts. **"Oversized" logo application isn't acceptable.**



Use no larger than 1/4 A4 page as a guide

WebBeds

AVOID
OVERSIZED
LOGO
APPLICATION
A4 Sample

Ancillary Logo Devices - App Icons

These supporting brand devices have been created for digital use, such as browser favicons, small format website logo icons, app icons etc.

Circle use would be preferred, square use as required.

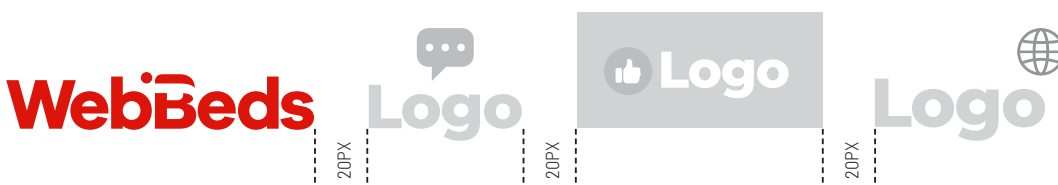


Small Format or App Logo Icon

Endorsement & Co-branding

The logo can be used as an endorsement or co branding in communications with external partners. When the WebBeds logo appears alongside another company's logo, the logo must have the same visual presence as the other logos and respect clear space guidelines where possible.

All materials that include the WebBeds, logo must be approved by Marketing prior to printing, publishing or distributing.



WebBeds Project, Program, Business Tool - Branding.

Creating a readily identifiable branding support for Projects, Business Tools & internal programs.

As an organisation that is constantly evolving, particularly around technology development, business wide long running global projects, programs and business applications are part of our 'everyday'.

These initiatives are hugely important to us, and key stakeholders are always looking for ways to make their initiatives stand out, often asking for a logo to be created - but we know creating a 'unique brand' comes with a range of challenges, not the least of which is that it simply takes time, effort and expense to develop awareness and engagement around any 'new brand'. If this is not achieved, the initial intent of development of a 'logo' will not be achieved. If people need to ask 'what is this', we have missed the mark.

To help with this challenge, we have established a co-branding protocol for project/program/business tool branding. These need to be 'long term' in nature, or of significant external relevance to utilise this branding application. Please consult your marketing team.

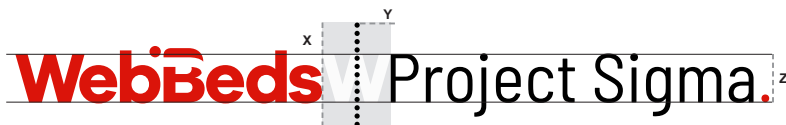
Our goals are simple. To make it immediately identifiable that the initiative is 'ours' - a part of WebBeds - so people know exactly what they are looking at with minimal needs to explain further, while giving each use case it's own 'identity'.

By staging the initiative 'name', which itself should always aim to be relevant to what the initiative or tool is or does, alongside our logo we can deliver a unique identify while being readily identifiable as 'ours' - and fitting in with our broader brand platform.

Version options.

We have two options, the choice of which will be subject to the application, and defined by the marketing team. Either staged with a divider line, or together with the WebBeds logo. Generally speaking, business tools such as 'customer portals' and 'internal programs' will sit next to the logo, projects would use the logo divider. The name will be in logotype form, using Barlow Semi Condensed with Red Stop, using the following specifications:

Divided Option



- X** = the height of the logo of the co-brand divider.
- Y** = the space between logo & the divider - half the width of WebBeds 'W'.
- Z** = the height of the project name logotype caps - the WebBeds 'W'.

WebBeds Project Sigma.

Primary Logo Colouring

WebBeds Project Sigma.

On Darks Logo Colouring

WebBeds Project Sigma.

On Red Logo Colouring

Together Option



- Y** = the space between logo & the program name - half the width of one leg of the WebBeds 'W'.
- Z** = the height of the program name logotype caps - the WebBeds 'W'.

WebBeds DataCore.

WebBeds RateCore.

WebBeds RoomCore.

WebBeds TradeDesk.

WebBeds Performance⁺

Logo use - what to avoid.

The examples shown on this page illustrate some, but not all, application of the logo considered unacceptable.



Don't place the logo on complicated backgrounds or images that impair its visibility



Don't stage the logo on coloured backgrounds that do not provide sufficient contrast

Join us at

WebBeds

Don't modify the logo with promotional language or other modifiers

WebBeds

Don't amend the logo to feature any fonts other than the designed logotype

WebBeds

Don't recolour the logo or logo icon

WebBeds

Don't change the position or size relationship of the logotype

WebBeds

Don't stretch, squash or distort the logo

WebBeds

Don't position the logo, or logo icon, at an angle

- B** Point 1
- B** Point 2
- B** Point 3

Don't use the logo icon for bullet points or any other icon type application in layouts

WebBeds

Don't use shadows or any other effects to make the logo stand out



Don't outline the logo in order to stage in on a WebBeds Red, or any other colour, background

WebBeds

Colours.

We use a bespoke RGB colour, WebBeds Red, for all digital applications, and all output should aim to emulate this red. With earth tones and warm greys + slate and cool grey supporting colours.



Brand colours.

WebBeds Red is our core brand colour, it is a bespoke RGB colour created for digital use. Regardless of the medium, the aim is always to have an output that emulates this digital colour. While it is our primary brand colour, **it is to be used sparingly** so as not to 'dominate' layouts. Avoid using it as a background colour on pages, or fill colours in table headers etc.

Note: WebBeds Red is not a Pantone derivative, please always ensure you are applying the RGB values shown below. There are times when 4 colour process is required, so we have closely matched WebBeds Red with CMYK and PMS colours. Use CMYK as the preferred process colour option, and only where absolutely required, use the PMS.

R220 G20 B10	R00 G00 B00	R204 G204 B204	R229 G229 B229
HEX #DC140A	HEX #000000	HEX #CCCCCC	HEX #E5E5E5
CMYK 07 100 100 00	CMYK 00 00 00 100	CMYK 00 00 00 20	CMYK 00 00 00 10
SPOT PANTONE: 485C	SPOT PANTONE: Pro. Black	SPOT PANTONE: Pro. Black 20%	SPOT PANTONE: Pro. Black 10%

Black Accent Percentages

90% Black 25 25 25 00 00 00 00 #191919	80% Black 51 51 51 00 00 00 80 #333333	70% Black 76 76 76 00 00 00 70 #4c4c4c	60% Black 102 102 102 00 00 00 60 #666666	50% Black 128 128 128 00 00 00 50 #808080	40% Black 153 153 153 00 00 00 40 #999999	30% Black 178 178 178 00 00 00 30 #b2b2b2	20% Black 204 204 204 00 00 00 20 #cccccc	White 255 255 255 00 00 00 00 #ffffff

Supporting Colours.

To provide variety in presentations, spreadsheets & UI themes etc., we have introduced a supporting colour palette. The colours chosen are slightly muted so they don't clash with, or dominate, WebBeds Red. The 'Earth' tones are not 'brights', so are softer on the eye but provide contrast to deliver readability and legibility. The 'Slate monochromes' can be mixed with the earth colours, but are good as a standalone pairing with WebBeds Red. The Slates also provide a new option for UI schemes (and are in use on our corporate website).

Earth Tones

Softer tones that reduce visual clashes with our bold WebBeds Red.

Berry 155 11 05 24 100 100 24 #9b0b05	Grape 135 99 137 52 67 25 04 #876389	Sun 227 99 12 07 74 100 01 #e3630c	Stone 224 161 94 11 40 72 00 #e0a15e	Forrest 101 137 99 63 30 70 10 #658963
Sand 223 198 159 13 20 40 00 #dfc69f	Warm Grey 4C 181 173 165 31 28 32 00 #b5ada5	Warm Grey 3C 191 183 176 26 24 28 00 #bfb7b0	Warm Grey 2C 203 195 187 20 20 23 00 #cbc3bb	Warm Grey 1C 214 209 202 15 14 17 00 #d6d1ca

Earth tones pair with Warm Greys

Warm greys have a brown base & work well with the Earth tones. We have listed four Pantone Warm Grey swatches, if greater contrast between greys are required, you can choose from other Pantone Warm Greys. **Note:** Earth and Slate colours can of course be mixed, when you do please pair with Warm Greys. When using these colours together, please avoid adding WebBeds Red into the mix.

Slate - Monochromes

Good for a 'visually uncomplicated' standalone pairing with WebBeds Red.

Ocean Slate 43 51 64 81 70 52 50 #2b3340	Slate 71 84 103 76 62 42 23 #475467	Mid Slate 134 156 189 50 32 13 00 #869cbd	Light Slate 182 194 214 28 18 07 00 #b6c2d6	Ultra Light Slate 226 232 242 10 05 01 00 #e2e8f2
Cool Grey 5C 177 177 177 31 25 26 00 #b1b1b1	Cool Grey 4C 187 187 187 27 21 22 00 #bbbbbb	Cool Grey 3C 200 200 200 21 17 17 00 #c8c8c8	Cool Grey 2C 208 207 205 18 14 15 00 #d0cfd	Cool Grey 1C 217 216 214 14 11 12 00 #d9d8d6

Slates pair with Cool Greys

Cool greys have a blue base & work well with the Slate Monochrome colours. We have listed five Pantone Cool Grey swatches, if greater contrast between greys is required, you can use other Pantone Cool Greys, or use the Black percentages on previous page. Additional Slate variations can also be created if required.

Sample application

Below are some samples of applying the colours, using the colour pairings. **Note:** When applying the Earth & Slate tones to graphs/pie charts/bar charts etc., please do not include WebBeds Red in the mix - as per the samples below. Pair WebBeds Red with Greys only. If you have any questions on how to best apply colours, please consult your marketing team.

Banner Badges
Mix it up from palette

UI Schemes
The Slate palette would be suitable for use in platform and application user interfaces for elements like buttons, text highlight boxes and font colouring, and is preferred over percentage accents of Webbeds Red for fills.

WebBeds

Typography.

Our primary corporate body typeface is Barlow Semi Condensed, a slightly rounded, low-contrast, Grotesk typeface family that we pair with our headline 'Big Font', Montserrat Extra Bold, and we use Aptos for MS Office applications.



Typography.

Primary Body Copy Font - **Barlow Semi Condensed.**

Our typeface for communications in print & corporate identity use is Barlow Semi Condensed. Within any single piece, try to minimise the number of variations in point size and font weight changes. ExtraLight and Light would be recommended for most body copy uses. Bold and ExtraBold for headers and statements. Body copy is preferred set flush left or right justified, depending on placement.

Barlow Semi Condensed - ExtraLight (Above 9pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Semi Condensed - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Barlow Semi Condensed - Light (for and less than 9pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Semi Condensed - ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Major Headers & Statements is Big Font - **Montserrat Extra Bold.**

Montserrat is a wide spaced font, and characters are also larger than average. Please ensure you **set a negative vertical tracking amount of -10 to -35 (in thousandths of an em)**. We apply at least -25 for 'Big Font', headers and statements when used.

**Sample statement
in Montserrat,
set at -35 tracking.**

Key Metric Barlow Semi Cond

\$4.9bn

Key Metric Barlow Semi Cond

\$4.9bn

Electronic Use/Desktop Font - **Aptos**

In 2024, Microsoft changed their default system font from Calibri to Aptos. We have adopted Aptos for general use with desktop applications and our brand templates, it is a default system font so you can use it as a font across all platforms.

Use of other fonts in these mediums is not preferable.

Aptos Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aptos Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aptos Regular (general body copy)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aptos Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

WebBeds

Imagery.

Imagery is a core brand element in promoting who we are, what we do and how we position ourselves. We use it to align with, and support, the key messages we are communicating.



Imagery.

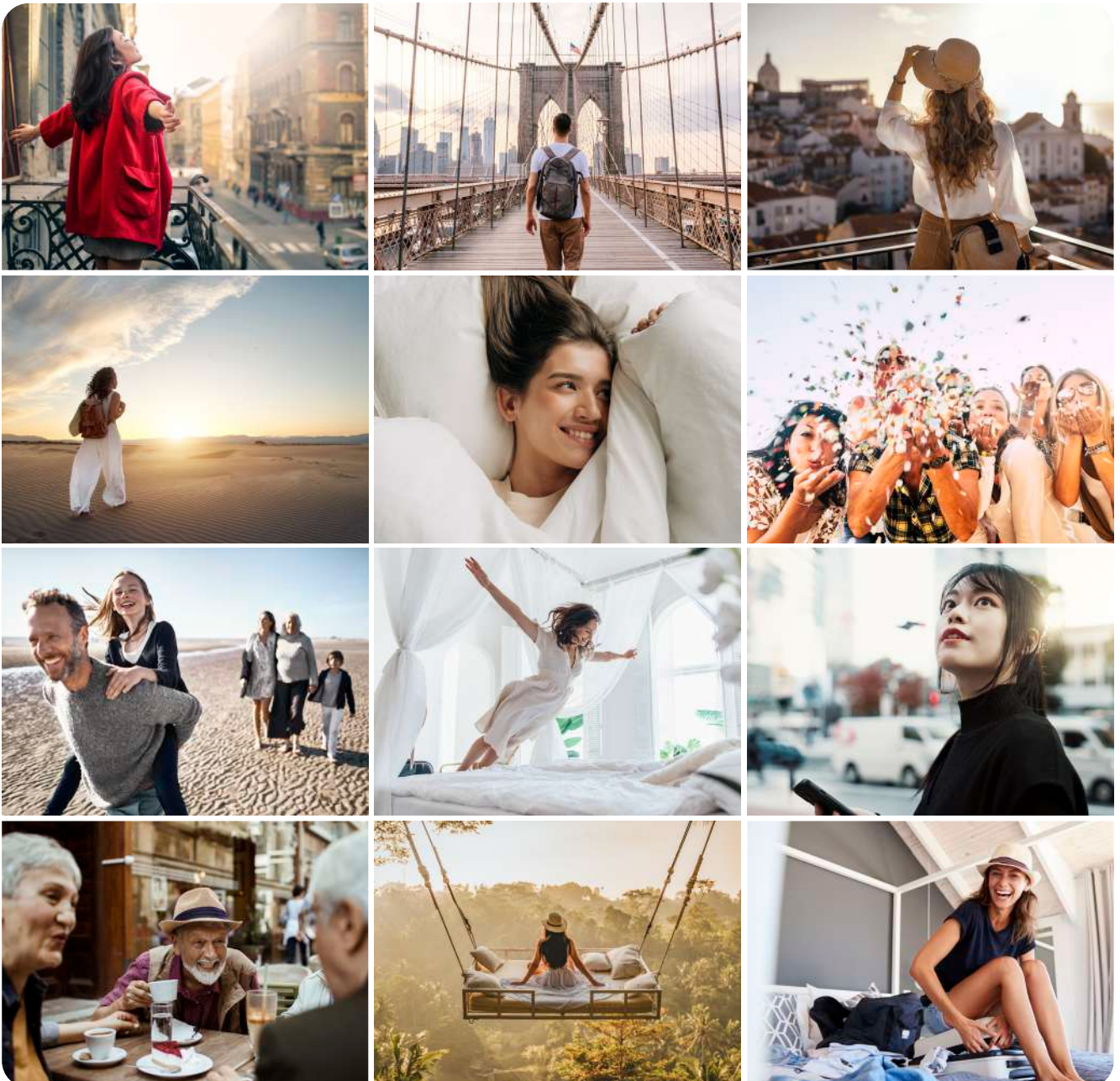
Images are an important element in communicating who we are, what we do and how we position ourselves and is used to compliment and enhance the key message. The style we seek to apply in all situations is **contemporary, fresh, vibrant, experiential** imagery that support our offering & brand standards, **with content focused on the end user experience** of what we sell or functions we perform.

Image Style

Imagery must always be of professional standard and high quality - never stretched, distorted or compromised. Lighter coloured images that afford negative space for placement of messaging are preferred. It is important to retain a sense of authenticity in the imagery we use, refrain from using over-edited or enhanced images as these have a negative impact on the credibility and believability of our overall message.

Image Rights

Imagery must always be responsibly sourced and approved. We need to ensure that we own the adequate licenses / approval required to use the image commercially. When acquiring new imagery from stock sites, ensure they are not for editorial use. Our marketing teams will be able to provide you guidance on image license requirements.



WebBeds

Visual devices.

General layout principles for WebBeds iconography and visual devices, such as 'big font' and 'red stop' are an integral part of our identity are to feature in layouts and collateral we produce. We also don't 'over use' WebBeds Red.



Visual Devices - General Guidance, Big Font & Red Stop.

Guidance - We Do Not 'Overuse' WebBeds Red!

While WebBeds Red is our primary brand colour and we love it, we don't let it dominate layouts. Overuse of red makes information on the page feel 'visually heavy', and we prefer to keep things lighter.

We avoid solid red background fills, except in the staging areas noted in this document.

Buttons can be red fill, or red outlined with red text .

[Find out more...](#)

Tables - Borders & Fills

For borders in tables, we tend not to 'close off every cell', our normal application for tables is to apply inside horizontal lines as grey, with top and bottom lines in WebBeds Red, leaving the outside vertical lines open. We apply inside vertical lines where to content benefits from clear separation. We again tend to not over use red, **with no red cell fills**. Here's an example...

[Find out more...](#)

Header 1	Header 1	Header 1	Header1
Header 2	Header 2	Header 2	Header 2
\$100.00	\$100.00	\$100.00	\$100.00
\$100.00	\$100.00	\$100.00	\$100.00
\$100.00	\$100.00	\$100.00	\$100.00
\$700.00	\$700.00	\$700.00	\$700.00

Big Font & Red Stop

Some general layout principles and visual devices have evolved along with our brand, and the application of 'big font' and 'red stop' are two that have become an integral part of our visual identity.

We use **oversized Montserrat ExtraBold** for titles of documents and some promotional materials, upwards of around 70pt in A4 settings for example. We always try to maintain scale balance of type within the space so there is always a decent amount of negative space in the area. There isn't hard and fast rules here, you will see examples of this applied within this document to provide guidance.

We also use a **red stop as a visual device** in major headers. Red stop originates from our logo icon, and it's a unique identifier within our layouts. We use it on document covers, section dividers, slide titles in PPT, major headers in documents. Again, examples of this can be found within this document, and we adopt this in the layouts when the headline type is black in colour. Here's an example...

Big font & red stop.



Visual Devices - Curves and our new Corner Radius.

Corner Curves

After 13+ years as a supporting visual device we have retired the 'WebBeds Curve'. The curve has served us well, making our brand easily recognisable as our business grew. But we feel familiarity with our brand is strong, and our logo can now take centre stage.

That said, we still love our curves - and we will continue to utilise them to 'soften' layouts.

We have added a corner radius to images and solid colour blocks to retain that softness. The curved corners are a fit with our curved logo icon, our rounded iconography and our new corporate font Barlow Semi Condensed - which is a slightly rounded typeface family. This approach is also consistent with our parent company, Web Travel Group, so the brands are consistent and cohesive.

A corner radius should be applied to all imagery and colour blocks with a solid colour fill, and **we ask you to use samples contained across this document as an example**, a 'fixed number' for a corner radius can't be given as the value applied varies subject to space, application and size. But as a guide they are not to be 'excessive', and should fit comfortably with the rest of the layout.

General guidance

As a logo staging area, this is a very functional device as it removes challenges with logo legibility when placed over images. For this application, only two corners of the red staging area are curved - with the square edges aligning to the top/side/bottom of page depending on where the block is positioned.

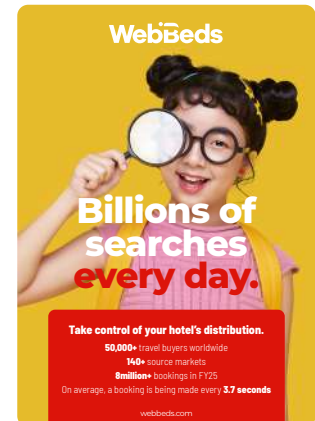
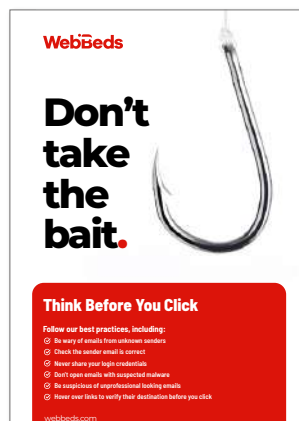
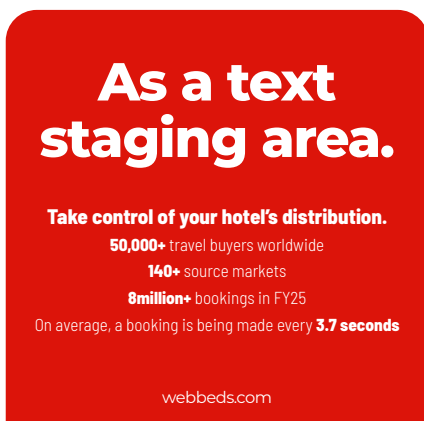
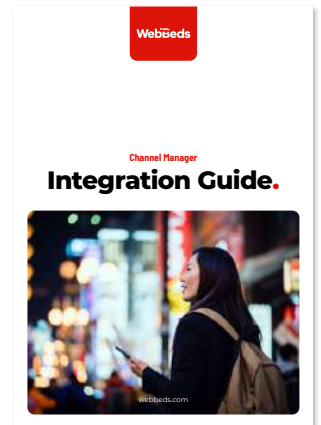
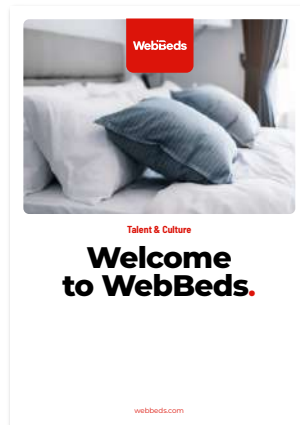
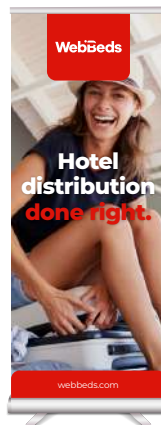
For text staging areas, the same general principles apply. **However we would not apply both logo and text staging areas on a single layout** unless the layout demands it (i.e. full page image behind all items), but this should be avoided.

For images placed on a page, all corners should have a consistent corner radius applied. Some samples below.



As a logo staging area.

Example when placed at page top.



Visual Devices - Iconography.

WebBeds Iconography

We have created a range of over 200 business and travel themed icons for WebBeds. These have been designed and chosen to feel recognisable as part of our brand. These icons can be a useful addition to presentations, email marketing campaigns, signage etc.

Files are available on the Brand Resource site or from the Marketing team, and **if you require additional icons please let us know and we can create them.** For consistency, we recommend you use WebBeds Red icons on a white background or white icons reversed onto a WebBeds Red background. 'Solid fill' icons are preferred, and should feature 'gentle curves and rounded corners.'

What to avoid: As a general practice, please avoid mixing icon styles. E.g. Solid fill icons mixed with 'line based' icons.

Business Iconography Samples



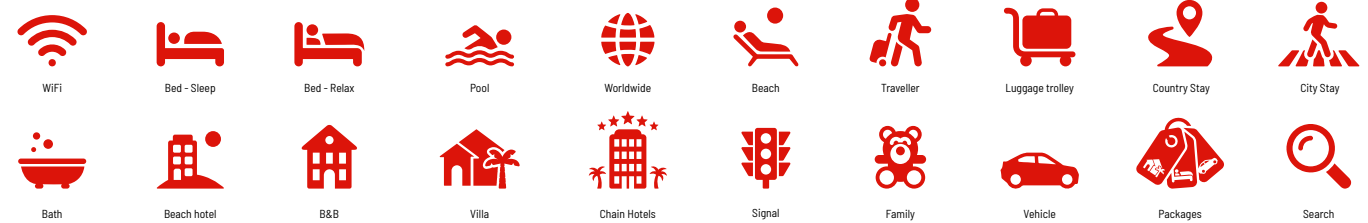
Business Iconography - Circled Options



Places Iconography Samples



Stay Iconography Samples



Stay Iconography - Circled Options



WebBeds

Key Messages.

Refreshed and refocused promotional and brand positioning statements for the WebBeds offering.



Key Messages - Umbrella Positioning Statements.

General Positioning Statements

Umbrella Hero Statements

**Connecting supply to demand,
powering global travel.**

**Connecting global supply
to global demand,
powering global travel.**

**Uniting global supply
with global demand,
powering global travel.**

(These communicate our 'core function' up front, quickly getting to the essence of what we do. 'Global', 'Intermediary', 'Technology')

Building on the hero statement to create a longer-form high level statements.

**WebBeds marketplace unites global supply with global demand,
connecting hotels with travel buyers all around the world - making
distribution simpler, smarter and more flexible.**

or

**WebBeds is a global B2B travel marketplace that unites supply with
demand, connecting hotels with travel buyers all around the world -
making distribution simpler, smarter and more flexible.**

(Expanding the hero statement with customer segments, introducing benefits)

Key Messages - Umbrella Positioning Statements.

General Positioning Statements

Detailed General Positioning Statement - with 'Seller' & Buyer' segments added

WebBeds global marketplace connects hotels with B2B travel buyers - making distribution simpler, smarter & more flexible.

In today's dynamic and often fragmented travel landscape, we unite supply and demand through technology, data, and local expertise – giving our partners greater control, visibility, flexibility and choice. Hotels can manage content and pricing in real time, and travel buyers can connect simply to access global content to curate and book exceptional travel experiences.

Backed by a team of more than 1,900 people in 120+ cities across over 50 countries, speaking 50+ languages, we deliver more than reach. We provide local expertise, service, and support that help the travel industry move forward – together.

Hotels & travel suppliers – including global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer, and sightseeing providers – sell their products through WebBeds to reach a worldwide network of travel buyers. Our connected, flexible distribution solutions help suppliers take greater control of how and where their inventory is sold, reaching more buyers and optimising performance.

With WebBeds, hotels & suppliers can:

- Expand market reach across a diverse network of global travel buyers.
- Gain greater control over rates, inventory, and distribution strategies.
- Simplify operations through integrated tools and real-time visibility.
- Make smarter decisions using actionable insights and data analytics.
- Optimise revenue by connecting the right product to the right buyer at the right time.

Travel buyers – including online travel agencies, retail agents, corporate travel managers, tour operators, wholesalers, DMCs, airlines, and tourism boards – buy accommodation and ground services from WebBeds through simple, reliable connections. Buyers can integrate directly via API for seamless automation or book online through our industry leading trade-only booking site.

Our solutions help travel buyers:

- Access hundreds of thousands of hotels and ground services worldwide.
- Save time and reduce complexity through streamlined searches and real-time availability.
- Enhance their offering with diverse, competitively priced, and reliable content.
- Serve customers better through faster, simpler, and more accurate booking experiences.

(Please Note: When we write, we talk 'from our position', meaning how our customers interact with us as a marketplace. Sellers (suppliers) sell through us, Travel Buyers buy from us. In context, this means 'hotels and suppliers' are 'sellers', and travel agents (etc.) are 'buyers')

Key Messages - Umbrella Positioning Statements.

Supporting messaging.

Why choose WebBeds

Technology, experience & human support – working together.

With people in more than 120 cities across over 50 countries, WebBeds combines scalable technology and local expertise to make travel distribution simpler, smarter, and more efficient for both sellers and buyers.

A truly global travel marketplace

Broader reach. Broader content. Shared opportunity.

WebBeds connects travel sellers and buyers across every major source market – bringing supply and demand together on a global scale.

Seamless, reliable connectivity

Connecting the world's travel businesses – seamlessly, your way.

Whether you're a hotel connecting via an extranet or channel manager, or a travel buyer integrating through an API or booking online, WebBeds makes connectivity simple and dependable. Our technology supports scalable integrations and exceptional performance that fit the way you do business.

Transparency, clarity, and confidence

Your channels. Your customers. Your way.

WebBeds provides transparency and flexibility, helping partners optimise distribution, content, and performance. From supplier-side rate management to buyer-side booking accuracy, our systems are designed to deliver confidence in every transaction.

Technology with a human touch

Innovation powered by people.

Our technology unites supply and demand – but it's our people who make every connection stronger. Combining industry experience with hands-on support, we help partners navigate complexity, adopt new tools, and make distribution simpler and smarter.

Partnerships that last

Built on trust, transparency and shared success.

As a trusted intermediary in the global travel industry, WebBeds values long-term relationships grounded in collaboration and mutual growth. We connect people, technology, and opportunity – helping our partners grow sustainably in a dynamic marketplace.

Key Messages – Travel Sellers (suppliers).

Seller (Supplier) Focussed Positioning Statements

Hero Statement – Short Form

Sell smarter. Reach farther. Stay in control.

Sell your product to a worldwide network of active travel buyers – with the flexibility, insight, and control to manage your distribution more efficiently and effectively.

Hero Statement – Medium Form

Sell smarter. Reach farther. Stay in control.

Sell your product to a worldwide network of active travel buyers – with the flexibility, insight, and control to manage your distribution more efficiently and effectively. WebBeds connects you to global demand through robust, reliable solutions that simplify distribution, strengthen inventory management, and deliver the data-driven insights you need to optimise performance – saving time, reducing costs, and improving outcomes across every channel.

Hero Statement – Long Form

Sell smarter. Reach farther. Stay in control.

At WebBeds, we understand the challenges of modern hotel and travel distribution – where reach, control, and agility define performance.

WebBeds offers supplier partners a powerful combination of technology, travel expertise, and global market access – all designed to help you manage distribution more efficiently and perform more effectively.

We don't just connect you to our global network of travel buyers – we give you greater control over how you reach them. Our focus is on developing scalable, flexible, and dynamic solutions that simplify distribution today, while investing in automation, AI, and analytics to enable smarter decision-making tomorrow.

With WebBeds, you can expand your reach, strengthen your distribution strategy, and stay confidently in control – all while partnering with a team that's connected locally, supported globally, and dedicated to helping you succeed.

Key Messages – Travel Sellers (suppliers).

Travel seller supporting messaging.

Why sell through WebBeds

A trusted global partner with local expertise.

WebBeds combines technology, experience, and human support to make distribution simpler, smarter, and more efficient. We have WebBeds people in more than 120 cities across over 50 countries around the world, managing relationships with over 50,000 travel buyers to help our supplier partners stay competitive and connected to global travel demand.

Multiply your sources of demand

Broader reach. Steadier demand. Greater control over your distribution

Expand beyond your existing channels with access to a diverse global portfolio of travel buyers. With one WebBeds partnership, you extend visibility, reach new markets, smooth seasonal fluctuations, and attract a wider range of travellers – all while keeping full control over how and where your product is sold.

Connect your way

Seamless, flexible connectivity that fits your technology preferences

WebBeds integrates easily with your existing systems – whether through our proprietary Extranet, or via more than 70 channel manager and switch connections. You choose how you connect and control your inventory, with reliable, real-time access that supports efficient, scalable distribution.

Optimise your distribution channels

Simplify your connections and focus on performance

A single WebBeds connection links you to new international and local source markets, reducing the complexity and cost of managing multiple distribution channels. Our tools and data insights help you make informed choices, streamline operations, and achieve more efficient distribution.

Control your rates

Your channels, your rules

Stay in control of your pricing, availability, and restrictions with real-time oversight through our Extranet or channel manager integrations. WebBeds supports you in monitoring and managing rate parity, enforcing exclusions, and optimising offers – giving you full visibility and confidence in how your product is sold.

Promote your product

Targeted visibility to qualified travel buyers

Connect directly with our network of professional travel sellers through regular, region-specific marketing and promotional activity. From business-as-usual campaigns to bespoke activations, WebBeds helps you highlight your property to the right audiences. And as a B2B marketplace, guest data always remains yours.

Get paid promptly

Fast, reliable payments – with flexible options

Save time and reduce administrative overheads with WebBeds' trusted payment systems. We offer a range of secure and efficient payment methods, including Virtual Credit Cards (VCC), supported by a dedicated finance team known for accuracy and on-time payments – so you can focus on what matters most: your guests.

Key Messages – Travel Buyers.

Travel Buyer Focussed Positioning Statements

Hero Statement – Short Form

Access more. Build better trips. Stay connected.

Seamless access to a world of hotels and ground travel services – with flexible connectivity options that help you search, curate and book exceptional travel experiences.

Hero Statement – Medium Form

Access more. Build better trips. Stay connected.

WebBeds makes it easy for travel buyers to connect with a vast global portfolio of hotels and ground travel services. Our flexible connectivity options give you the choice of integrating our marketplace via API or booking directly through our trade-only booking site – all supported by reliable content, responsive service, and the tools you need to search, curate and book exceptional travel experiences.

Hero Statement – Long Form

Access more. Build better trips. Stay connected.

At WebBeds, we understand the demands of modern travel selling – where speed, flexibility, support and reliable access to the right content make all the difference.

That's why we combine advanced technology, global relationships, and local expertise to make curating and booking travel products easier, more efficient and more rewarding for our partners.

Our multi-supply strategy blends directly contracted and third-party inventory to deliver unmatched choice and flexibility, while our people – across more than 120 cities and 50 countries worldwide – provide the local knowledge and responsive support that keep your business moving.

With WebBeds, you can integrate a world of hotels via API for seamless automation, or book online through our WebBeds trade-only booking site, with the confidence of reliable content and service – all from a single trusted partner.

Key Messages – Travel Buyers.

Travel buyer supporting messaging.

Why buy from WebBeds

A trusted global partner with local expertise.

WebBeds combines technology, experience, and human support to make travel curation simpler, smarter, and more efficient. With teams in over 120 cities across more than 50 countries, we manage the delivery of over half a million hotels – helping our travel buyers stay competitive and connected to the world’s travel supply.

Access a world of travel content

Broader inventory. Reliable availability. Competitive rates

WebBeds gives you access to hundreds of thousands of hotels, transfers, and experiences worldwide – from independent properties to major brands – sourced through a mix of direct contracts and trusted third-party suppliers. You get the choice and consistency you need to serve every customer segment with confidence.

Simplify your workflows

Efficient processes. Reliable systems. Easy management

WebBeds makes it easy to curate, book and manage travel bookings through streamlined technology and self-service tools. Our systems are designed to handle high volumes efficiently, helping your teams reduce manual effort and focus on serving your customers.

Connect your way

Seamless, flexible connectivity that fits your technology preferences

Choose the connectivity path that works best for your business – from fast, scalable API integration to our intuitive trade-only booking site. However you connect, WebBeds ensures a smooth, reliable experience with powerful tools, real-time availability, and responsive global support.

Rely on global support

Real people. Real expertise. Ready when you need us

Our Global Customer Service team is available 24/7 to help manage bookings, resolve requests, and keep your business running smoothly. We combine robust self-service tools with personal support – because even in a digital marketplace, people still matter.

Gain a competitive edge

Your channels, your rules

WebBeds helps you stay competitive with diverse, high-quality content and strong supplier relationships that translate into better availability, rates, and booking flexibility. With a continuously expanding global portfolio and trusted local expertise, you can offer your customers more choice – and more reasons to book with you.

Work with a trusted partner

Global scale. Local expertise. Long-term partnership

WebBeds combines technology, relationships, and industry experience to help our partners grow. With people on the ground in over 120 cities worldwide, we provide the market insight and hands-on support that help you deliver on global travel demand.

WebBeds Terminology.

We often see inconsistencies in terminology used in our internal & promotional language, below are a few examples of terms we would like to make constant. Please use these as within any text representing our business.

General Terms

Sellers - Suppliers or Supplier Partner

Use to ensure inclusion of all those who sell through WebBeds Marketplace (not just hotels)

Buyers - Travel Partner or Distribution Partner

Use for those who buy from us, all are acceptable and can feature together in the same bodies of text. 'Distribution Partners' is descriptive, accurate and resonates with suppliers.

Customers

Anyone we work with – both sellers (suppliers) and buyers – are our customers. We prefer this over 'clients' (usually used for buyers.)

Provider - not 'Player'

E.g. "WebBeds is the leading provider to the..."

Global Product Offering

Used to describe the portfolio of products WebBeds offer, including hotels, transfers, and services under our Specialist Brands UmrahHolidays.

Contracting

Broadly and commonly we will use 'Contracting' to describe the people and processes involved in 'getting a contract from accommodation and ancillary product partners'. In some markets, it may be necessary to use Purchasing or Sourcing, subject to the audience being addressed – but Contracting will be our common term.

Connectivity Terms

WebBeds Platform

Refers to the collective technology ecosystem that serves our entire business. Use instead of 'System' etc.

Connectivity Options

Used to describe the choice of how suppliers can work with us or buyers can access our content. Examples of connectivity options are WebBeds Cache, Channel Managers, WebBeds API, WebBeds Booking Site.

Booking Site

Refers to our HTML booking site. Use instead of POS, Point of Sale, System or Platform etc. Until a single global booking platform is released, when referring to an individual booking website, use the 'current trade name' and 'booking site'. i.e., "Log on to the Sunhotels booking site to check...", or "we have made updates to the FITRooms booking site...".

What to Avoid

One Stop Shop

Please **do not** refer to WebBeds as a 'one-stop-shop'. Use phrases like 'complete service provider' instead.

Player

Please **do not** refer to WebBeds as a 'player', please use 'provider'.

WebBeds

Our values.

Our values underpin what we stand for in the eyes of our customers, employees and stakeholders. We always look to reflect these values in our creative and in our tone.



Our people, our culture, our values.

In 2013, WebBeds was established in Dubai, seeking to disrupt traditional norms in the highly competitive B2B travel distribution segment, with consistent and rapid growth we are now a market leader in our space.

Our success has been fuelled by a culture founded on customer focus, innovation, and creativity embodied by our people, which is underpinned by **five key values - Respect, Integrity, Delivering value, Agility, Hunger to win.**

We always look to reflect these values in our creative and in our tone.

Respect.

Our people are our greatest asset. They bring passion, commitment, dedication, and pride in what they do. We respect each other, we value collaboration, we are prepared to have robust debate and we have fun in what we do.



Integrity.

We are focused on delivering superior outcomes. We always seek to do the right thing and value integrity, accountability and delivering quality in everything we do.

Delivering value.

We are focused on delivering high quality products, excellence in customer service, maintaining strong relationships with our supply partners, providing an engaging and supportive work environment for our employees, and delivering value for our shareholders and the broader community.



Agility.

Unafraid to disrupt traditional norms, we constantly challenge ourselves to look for new ways to win and deliver value. Our people are agile and nimble and we empower them to effect change.

Hunger to win.

As we grow, we remember our humble roots and always strive to retain the spirit that comes with being the challenger brand. We constantly seek to challenge ourselves to find new growth opportunities, innovations and creative ways to deliver value across all aspects of our business. We value curiosity, being brave and having confidence to try new things.



WebBeds

Layout samples.

Our brand experience sets us apart from our competitors. It's important we are presenting a professional and consistent brand image globally. This section provides examples of the brand in action, giving you some visual cues on how to apply the brand correctly.



Corporate Identity: Letterhead & With Compliments slip.

Our corporate identity pieces are clean, simple and proudly display our logo and strong brand colour. Being highly visible and widespread we should be aiming for consistent application and production output of printed materials across all regions.

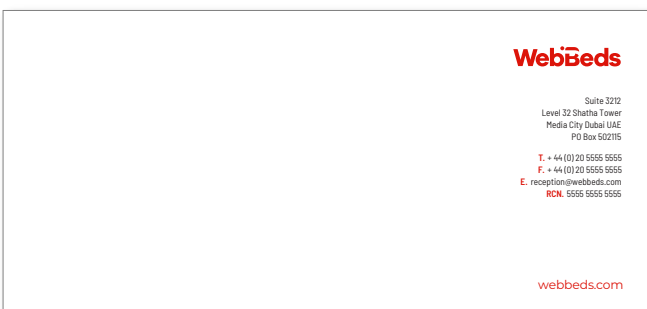
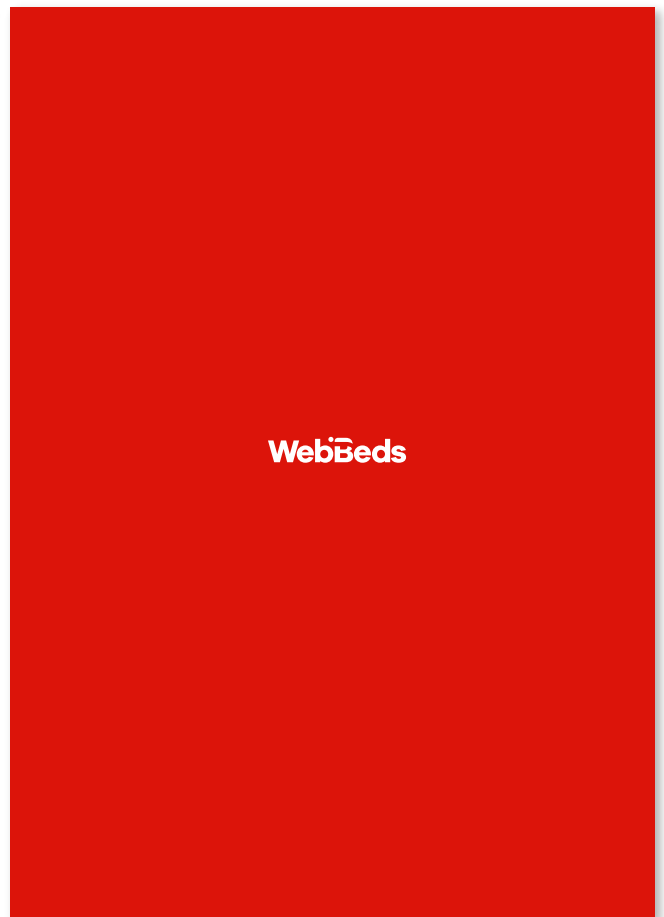
Production

Paper-stock: Single Sided Print 180gsm Coated Paper - Silk Art or similar.

Double Sided Print: (red reverse) 220gsm+ Coated Paper - Silk Art or similar

Sizing: Master Art created at A4 and DL, localise as required.

Layout: Text/graphics to be inset 15mm from each side



Corporate Identity: Business card.

We have chosen a portrait layout for business cards to facilitate a consistent layout catering for different languages across our markets.

Production

Stock: 280-300gsm Card stock.

Finish: Matte Aqueous Coating

Sizing: Master Art created at 55mm x 85mm

Layout: Text to be centred on front, art file provides layout options to suit different line numbers.

Translations. If English and another language is required, the logo reverse side can be replaced.



Multiple language samples



Corporate Identity: Document folder.

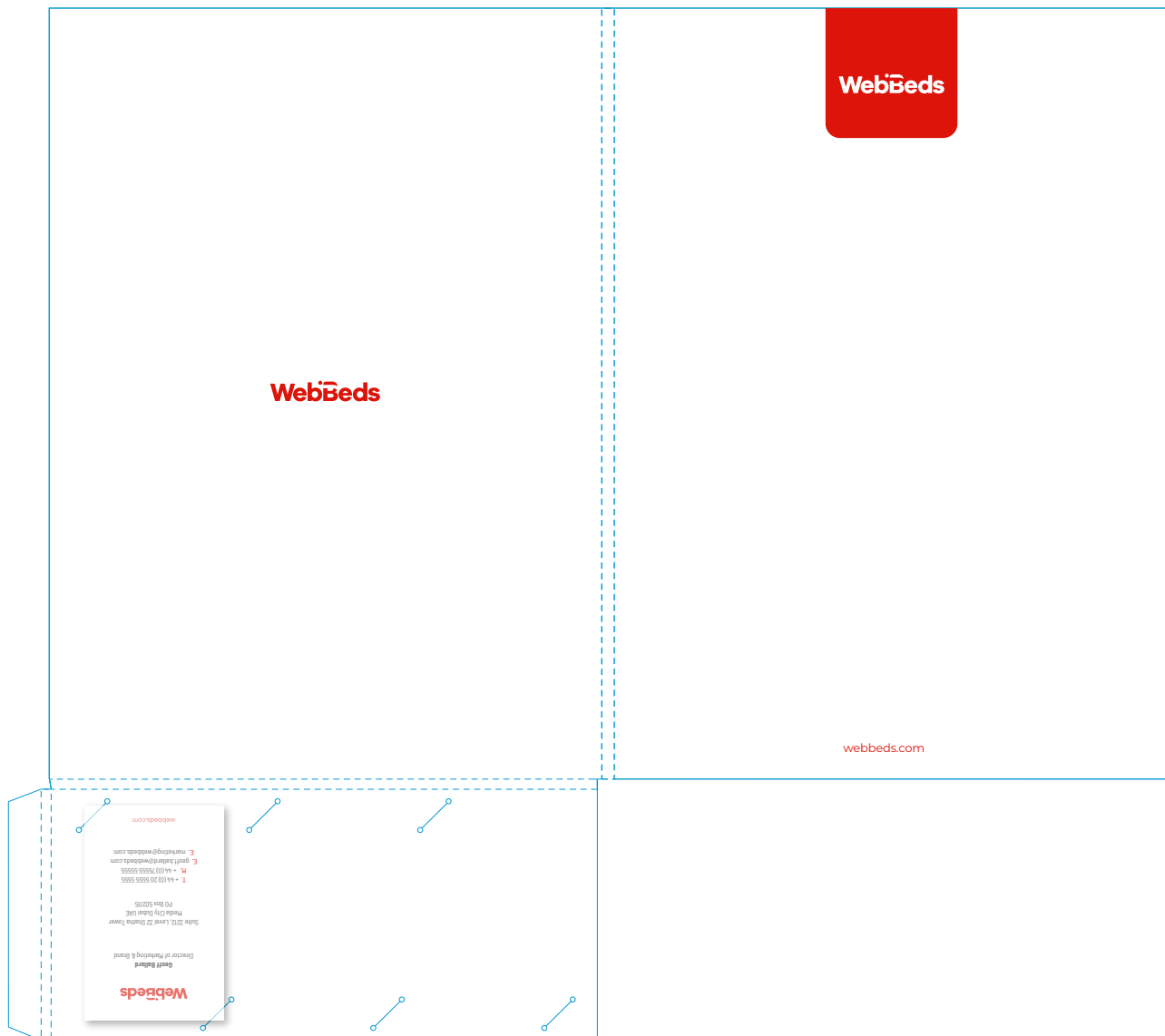
Simple A4+ document folder artwork for business meetings, trade show packs, training packs, contracting packs, on-boarding packs etc.

Production

Stock: 280-300gsm Card stock.

Finish: Matte Aqueous Coating

Sizing: Master Art created at 55mm x 85mm



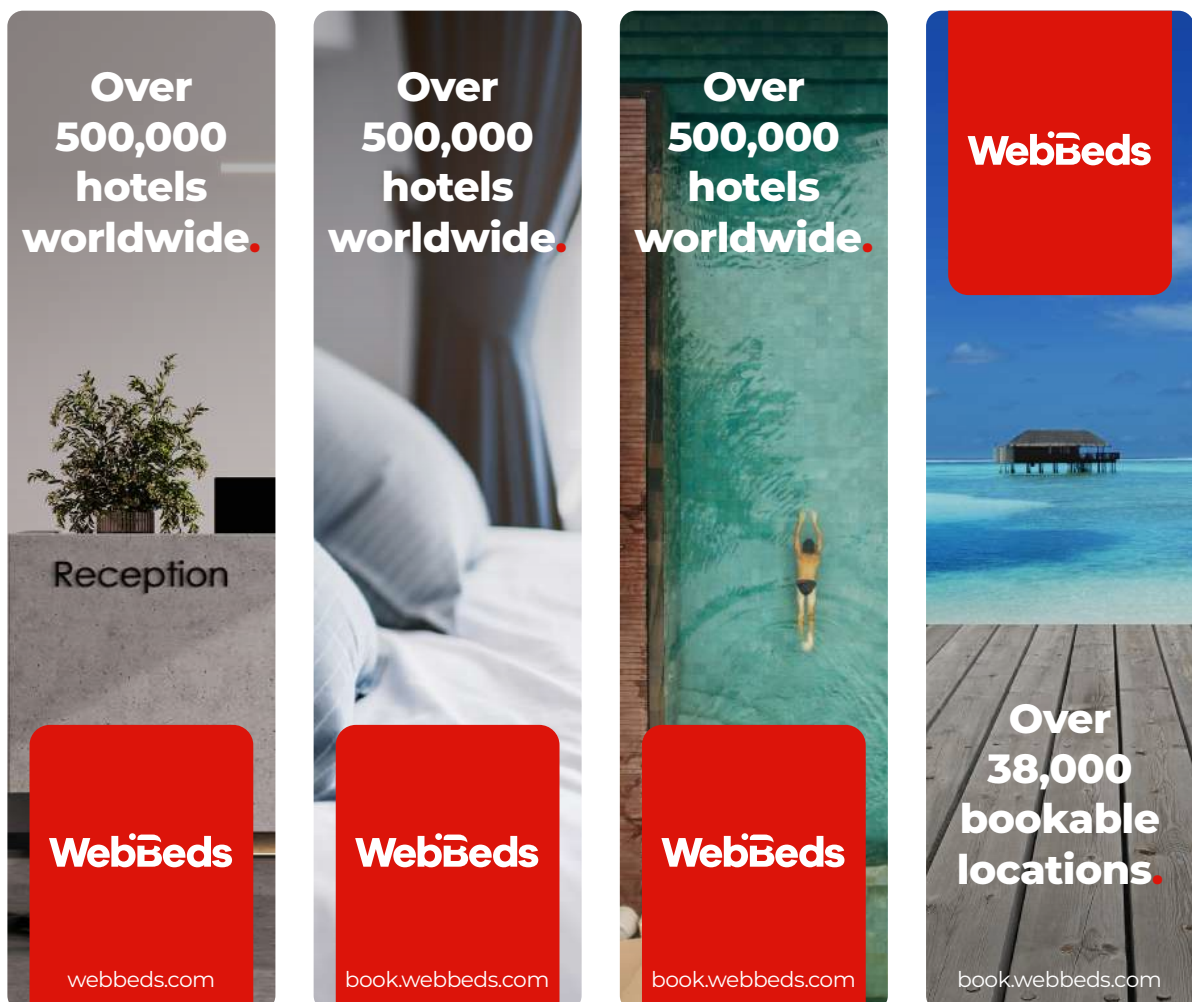
Digital Ads - Tower Banner.

Below are samples of digital tower banner ads, created at 250 x 940px. The same general design principles would apply to print ads of a similar layout.

Design notes.

For images, a light transparency can be applied over the image and behind the text to ensure legibility, when required. Around 20% is a good starting point and adjust up/down based on how dark/light the image is - just be sure not to go too dark. Drop shadows are also o.k.

Text staging area can align top or bottom, with curved corners applied - this may be driven by the subject of the image. Positioned bottom would be preferred. Logos, key messages and text centre.



Digital Ads - Horizontal Banner, simple.

Below are samples of digital horizontal banner ads, created at 940 x 250px. The same general design principles would apply to print ads of a similar layout.

Design notes.

For images, a light transparency can be applied over the image and behind the text to ensure legibility, when required. Around 20% is a good starting point and adjust up/down based on how dark/light the image is - just be sure not to go too dark. Drop shadows are also o.k.

For simple banners, with a single sentence message, the logo staging box can be centered top or bottom.



Digital Ads - Horizontal Banner, detailed text.

Below are samples of digital horizontal banner ads, created at 940 x 250px. The same general design principles would apply to print ads of a similar layout.

Design notes.

For images, a light transparency can be applied over the image and behind the text to ensure legibility, when required. Around 20% is a good starting point and adjust up/down based on how dark/light the image is - just be sure not to go too dark. Drop shadows are also o.k.

For banners with more detailed text, the staging box can align left or right - right is preferred, but may be driven by image subject.

50,000+ travel buyers worldwide
8million+ bookings in FY25
on average, a new booking is being made every **3.7 seconds**

WebBeds

Take control of your hotel's distribution.

Take control of your distribution.

50,000+ travel buyers worldwide
Billions of searches daily
8million+ bookings in FY25
A new booking every **3.7 seconds**

WebBeds

Billions of searches every day.

50,000+ travel buyers worldwide
Billions of searches daily
8million+ bookings in FY25
A new booking every **3.7 seconds**

WebBeds

Hotel distribution done right.

50,000+ travel buyers worldwide
Billions of searches daily
8million+ bookings in FY25
A new booking every **3.7 seconds**


WebBeds

Document Templates: Image Headers.

Our A4 sized document templates with image headers, all with styles built-in and a variety of pre-sized images to swap in to the template, great for adding a bit of visual appeal to your document creation.

Choose images to suit the communication/document you are preparing. You may require specific images not catered for, if so please let your regional marketing team know.

Some example uses for these include: Department Updates • Product Updates • Product Guides • Technical Specs • Process Guides • Onboarding Documents • White Papers • Recruitment Packs • Office Building Guides • HR Policies • FAQs



Customer Services Update.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

webbeds.com



Cyber Security Update.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Copy Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

webbeds.com

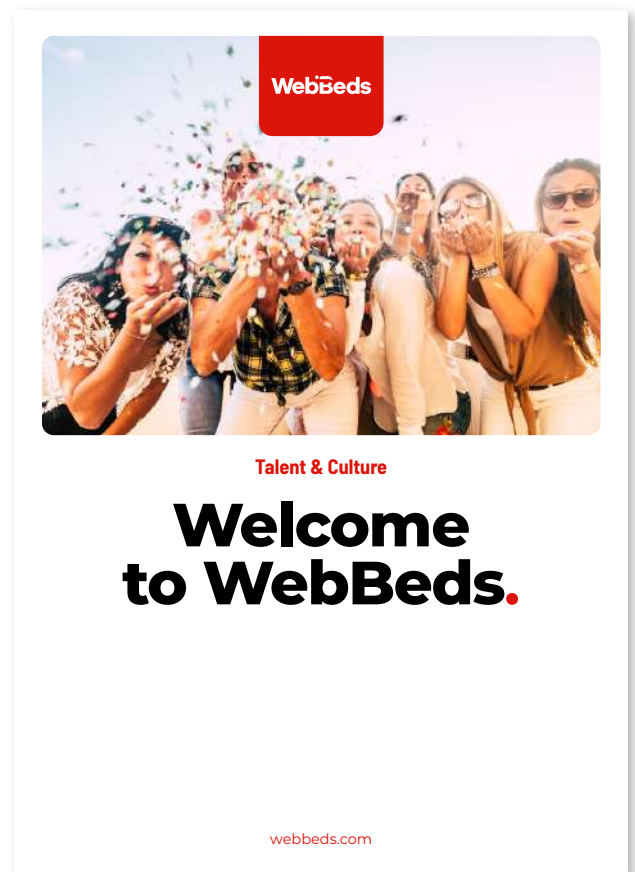
Document Templates & Publication Covers: 1/2 Page Image.

Below are sample layouts of A4 sized 1/2 page image document covers. A selection of images have been pre-sized to swap in to the templates, and additional image assistance can be provided upon request.

Some example uses for these include: Supplier Contracts • Employee Contracts • Training Manuals • Technical Guides
 • Process Guides • Onboarding Documents • Brochure/Booklet Covers • Recruitment Packs • HR Policies

Production Note

For commercially printed documents, design and image application is flexible, please follow the logo use guidelines in this guide. Logo & Title can be aligned left, right or centre.



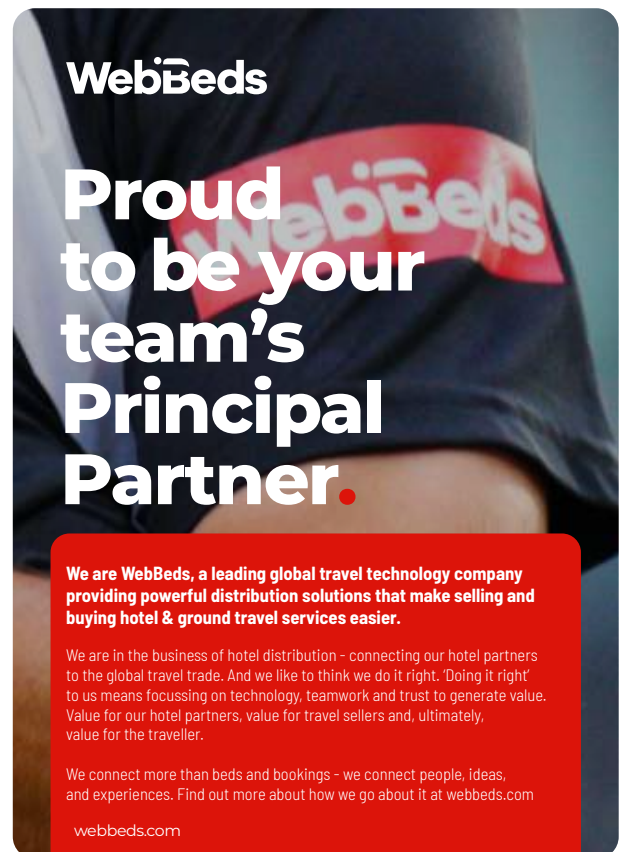
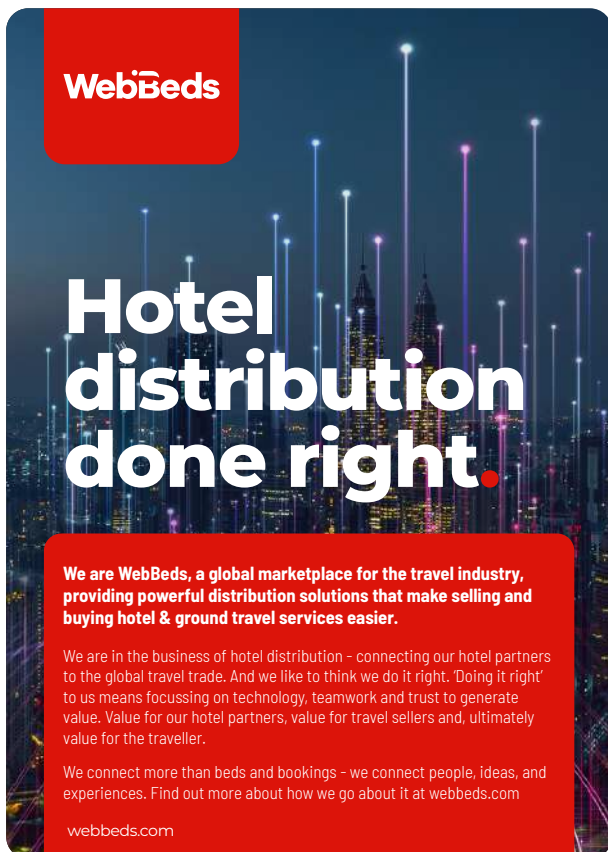
Print/Digital Ads - Portrait, detailed text staging.

Below are sample portrait layouts for A5 sized print ads, with detailed text, but the layout principles can apply to any portrait based layout.

Design notes.

For images, a light transparency can be applied over the image and behind the text to ensure legibility, when required. Around 20% is a good starting point and adjust up/down based on how dark/light the image is - just be sure not to go too dark. Drop shadows are also o.k.

Text staging area can align top or bottom, with curved corners applied. Logos, key messages and copy detail can be left, centre or right aligned. Logos can also feature in the text staging area if required.



Print/Digital Ads - Portrait, reduced text volume staging.

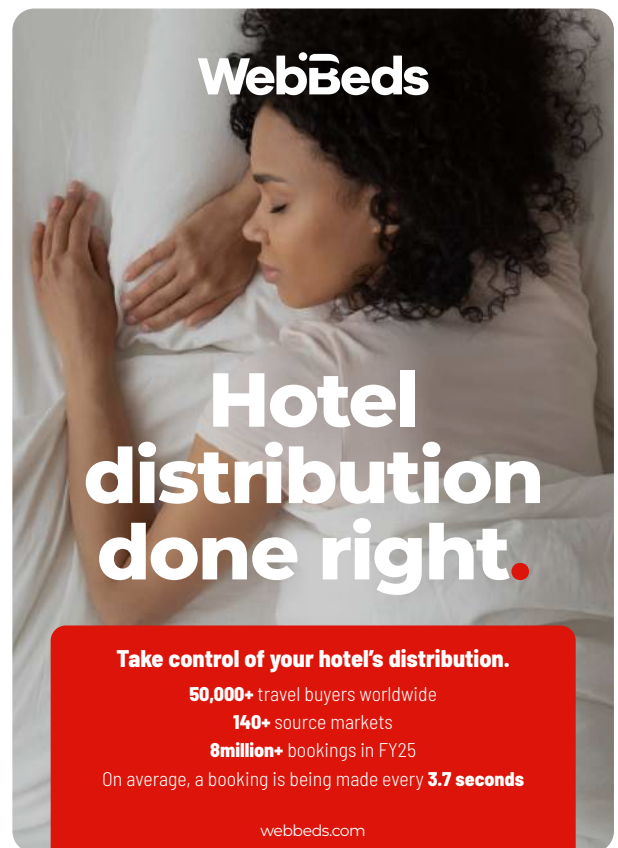
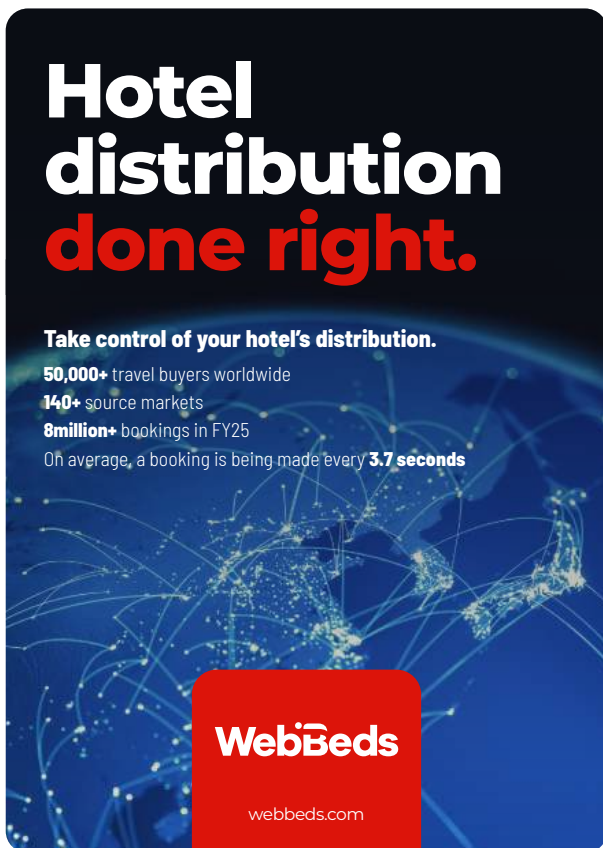
Below are sample portrait layouts for A5 sized print ads, with reduced text needs, but the layout principles can apply to any portrait based layout.

Design notes.

For images, a light transparency can be applied over the image and behind the text to ensure legibility, when required. Around 20% is a good starting point and adjust up/down based on how dark/light the image is - just be sure not to go too dark. Drop shadows are also o.k.

Text staging area can align top or bottom, with curved corners applied. Logos, key messages and copy detail can be left, centre or right aligned. Logos can also feature in the text staging area if required.

If detailed text is legible over the image, the text staging area is not required - as sampled below.



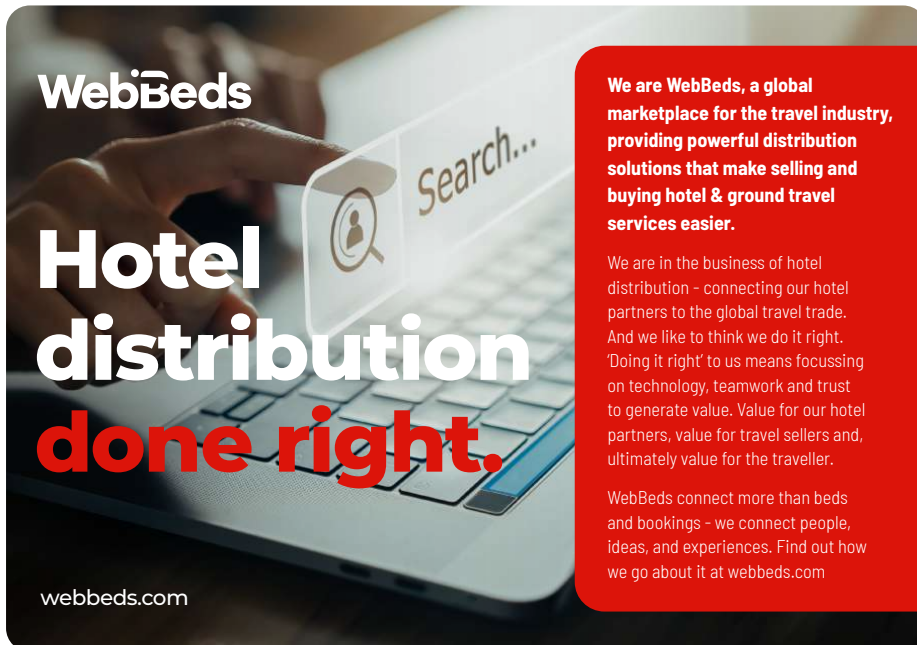
Print/Digital Ads - Landscape, detailed text staging.

Below are sample landscape layouts for A5 sized print ads, with detailed text needs, but the layout principles can apply to any landscape based layout.

Design notes.

For images, a light transparency can be applied over the image and behind the text to ensure legibility, when required. Around 20% is a good starting point and adjust up/down based on how dark/light the image is – just be sure not to go too dark. Drop shadows are also o.k.

Text staging area can align left or right, with curved corners applied - This may be driven by the subject of the image. Positioned right would be preferred. Logos, key messages and copy detail can be left, centre or right aligned. Logos can also feature in the text staging area if required.



WebBeds

Hotel distribution done right.

webbeds.com

We are WebBeds, a global marketplace for the travel industry, providing powerful distribution solutions that make selling and buying hotel & ground travel services easier.

We are in the business of hotel distribution - connecting our hotel partners to the global travel trade. And we like to think we do it right. 'Doing it right' to us means focussing on technology, teamwork and trust to generate value. Value for our hotel partners, value for travel sellers and, ultimately value for the traveller.

WebBeds connect more than beds and bookings - we connect people, ideas, and experiences. Find out how we go about it at webbeds.com



WebBeds

We are WebBeds, a global marketplace for the travel industry, providing powerful distribution solutions that make selling & buying hotel & ground travel services easier.

We are in the business of hotel distribution - connecting our hotel partners to the global travel trade. And we like to think we do it right. 'Doing it right' to us means focussing on technology, teamwork and trust to generate value. Value for our hotel partners, value for travel sellers and, ultimately value for the traveller.

WebBeds connect more than beds and bookings - we connect people, ideas, and experiences. Find out how we go about it at webbeds.com

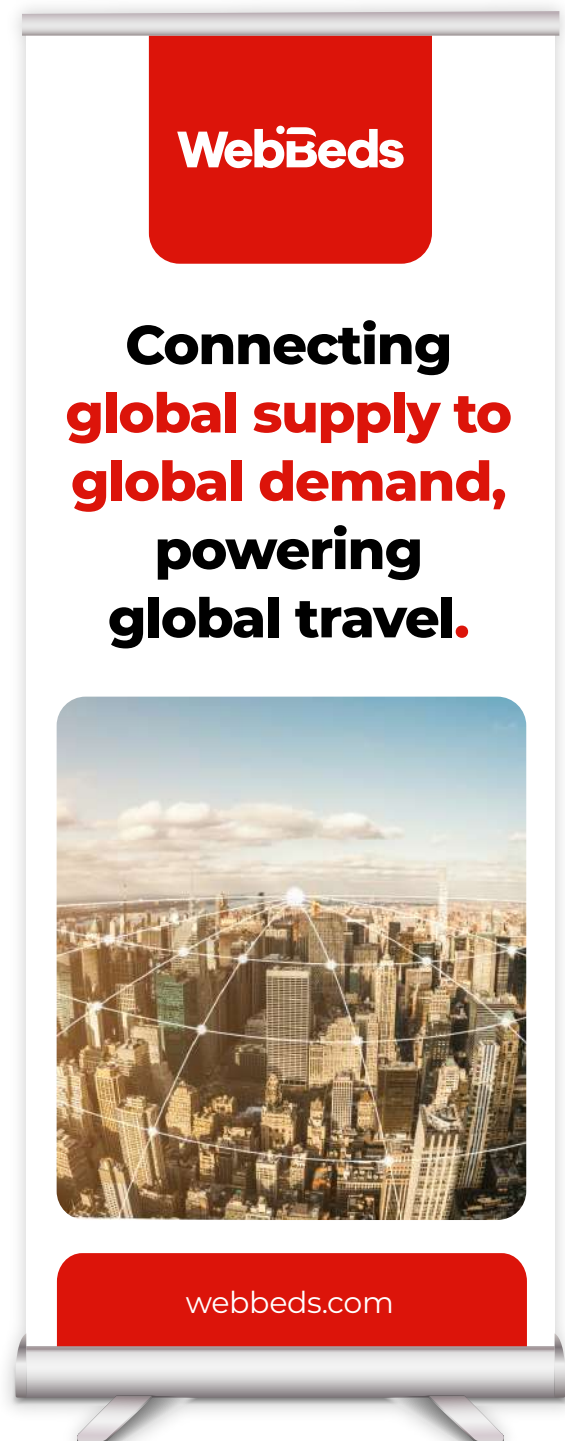
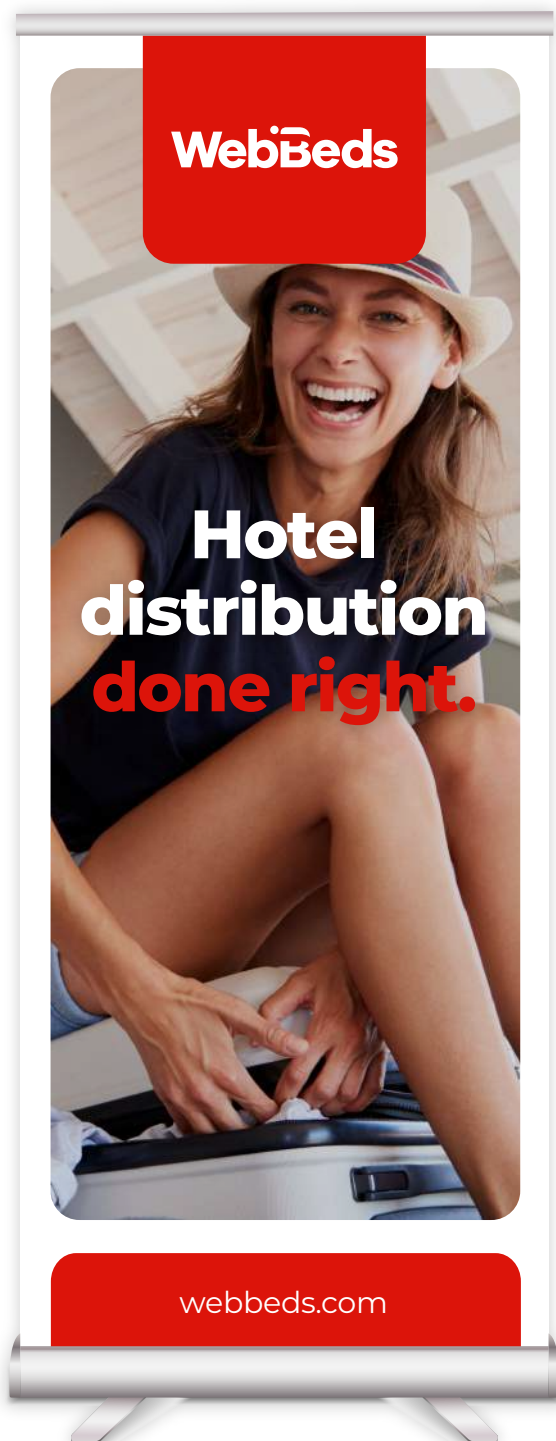
Hotel distribution done right.

webbeds.com

Roll-Up Banner - Curved Logo Block.

Production Notes:

Text over Image. Add a black translucent to improve logo & headline legibility, transparency around between 10% & 20%, subject to how light/dark the image is, and how complicated the area of the image is that text is to be placed over. Sample on left uses a 7% transparent black over the Suitcase Girl image.



Need brand info or assistance?

If you would like more information on our brand creative, please contact:

Geoff Ballard

Director of Marketing & Brand - WebBeds
Director of Corporate Communications & Brand - Group
E. geoff.ballard@webtravelgroup.com

