

Brand Guidelines

Version 1.0

Deem

# Contents

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	<b>Brand character</b>				<b>System</b>
3	Positioning			22	Primary colors
4	Attributes			23	Secondary colors
5	Design principles			24	Typography — Brand
	<b>Signature</b>			26	Typography — Brand Secondary
6	Deem wordmark			27	Typography — UI
7	Deem wordmark colors			28	Pictogram and icons
8	Clear space and minimum size			32	Trip card exemplars
9	Protecting the wordmark			33	Destination illustrations
11	Etta wordmark			34	UI design
12	Etta wordmark colors			36	Photography
13	Clear space and minimum size			37	Editorial voice examples
14	Protecting the wordmark				<b>Design examples</b>
15	Etta tagline			38	Website
16	Etta Go wordmark			40	Stationery
17	Clear space and minimum size			41	Sales Sheets
18	Deem Ground wordmark			42	Social media
19	Clear space and minimum size			43	Email signature
20	Lock-ups			44	Merchandise
21	Trademarks			46	App launch screen
				47	App icon
				48	Magazine ad
				49	Tradeshow billboard

### **Deem makes travel better for business by making it better for people.**

Travel is the heartbeat of a business – one of the most important services a company can provide. It is a sales channel, a service channel, and an opportunity to improve relationships with customers and employees. It enables a business to shine, internally and externally.

Deem is the heartbeat of travel, making it easier, more efficient and more true to life for companies and their employees. In providing this service at the highest levels of productivity and satisfaction, Deem helps businesses grow and thrive.

### **Business Friendly**

If we aim to make travel good for business, we need to convey that we know what good business is.

### **Intuitive**

We know what individuals want and how to make it happen for them, sometimes before they even know.

### **Dedicated**

Travel, and service, are in our DNA. We deliver a higher touch. We get to work when things aren't working.

### **Bold**

We make things simple. We take a strong stand. We believe in our mission to make travel good for business.

### **More signal, less noise**

Our communications should be compelling and clear. Design elements should act as cues and markers, not distractions.

### **Welcoming and helpful**

Our communications should be invitational and supportive. We should anticipate our customers needs and exceed them.

### **Easier (to travel anywhere)**

Expressions of our brand should exemplify our promise to make travel easier by reducing complexity. Design elements or language should not be used just to fill space.

### **Confident**

Ideas can be expressed simply — in some cases, a clever phrase with a relevant pictogram might be all that is needed. The consistent application of our design language at every touch point demonstrates that we know who we are, and builds trust and recognition with our audiences.

## Signature

This wordmark is the official signature of the Deem brand. It should always be used as the company master brand mark.

The new Deem word mark embodies 'streamlined travel' represented by the upward arrow in the initial D. The upper & lower case of the word mark combines both authority and friendliness in a clear and legible form.

The Deem word mark should only ever appear in Deem Dark Grey, or white.

See pages 22 – 23 for color specifications.

## Deem wordmark



Deem

# Signature

# Deem wordmark colors

## Deem Dark Grey wordmark

The Deem Dark Grey wordmark should only ever appear on a white or Deem Silver background.

## White wordmark

The white Deem wordmark should only ever appear on a Deem Dark Grey background.

## Black wordmark

In applications where color is not available, the black wordmark should be used.

See pages 22 – 23 for color specifications.

Wordmark: Deem Dark Grey  
Background: White



Wordmark: Deem Dark Grey  
Background: Deem Silver



Wordmark: White  
Background: Deem Dark Grey



Wordmark: Black  
Background: White



# Signature

# Clear space and minimum size

To ensure the clarity of the wordmark always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Please refer to dimensions below for the minimum acceptable reproduction size of the wordmark for print and digital.

Clear space  
Width of the 'D'



Minimum size  
x = 20 px / 0.21"



# Signature

# Protecting the wordmark

Consistent presentation is an important part of making Deem recognizable. The following examples highlight a variety of improper uses of the Deem wordmark.

## Improper uses

- 1 Do not use any off-brand colors
- 2 Do not outline
- 3 Do not change proportions
- 4 Do not rotate
- 5 Do not add gradients
- 6 Do not add elements that violate the clear space rules
- 7 Do not add drop shadows
- 8 Do not use on backgrounds with low contrast
- 9 Do not attach secondary graphic devices to the wordmark



1



2



3



4



5



6



7



8



9

## Easier to travel anywhere.

Etta is the new name for Deem's online booking tool and travel management platform. The name was born from the acronym of "easier to travel anywhere" and sounds like an actual personality, which aligns well with Deem's vision of an AI augmented travel management experience that's more high-touch than hi-tech.

## Signature

This wordmark is the official signature of Etta, Deem's main product platform. It should always be used as the master platform brand mark.

The new Etta word mark conveys 'easier travel' represented by the simple and elegant forward arrow that connects the Ts. The lower case of the word mark conveys a friendly, contemporary and thoughtful experience.

The Deem word mark should only ever appear in Etta Orange, or white.

See pages 22 – 23 for color specifications.

## Etta wordmark

The image displays the 'Etta' wordmark in a bold, lowercase, orange sans-serif font. The letters are thick and rounded. A distinctive feature is the 't' in the second position, which has a horizontal bar that extends to the right and ends in a sharp arrowhead, pointing towards the 't' in the third position. The 'a' is also rounded and has a simple, clean design. The entire wordmark is centered horizontally within a large white rectangular area.

# Signature

# Etta wordmark colors

### Etta Orange wordmark

The Etta Orange wordmark should only ever appear on a white, Deem Plum or Deem Silver background.

### White wordmark

The white Deem wordmark should only ever appear on an orange background.

See pages 22 – 23 for color specifications.



# Signature

# Clear space and minimum size

To ensure the clarity of the wordmark always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Please refer to dimensions for the minimum acceptable reproduction size of the wordmark for print and digital.

Clear space  
Width of the 'e'



Minimum size  
x = 20 px / 0.21"



# Signature

# Protecting the wordmark

Consistent presentation is an important part of making Etta recognizable. The following examples highlight a variety of improper uses of the Etta wordmark.

## Improper uses

- 1 Do not use any off-brand colors
- 2 Do not outline
- 3 Do not change proportions
- 4 Do not rotate
- 5 Do not add gradients
- 6 Do not add elements that violate the clear space rules
- 7 Do not add drop shadows
- 8 Do not use on backgrounds with low contrast
- 9 Do not attach secondary graphic devices to the wordmark



## Signature

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Etta is an acronym, derived from the phrase Easier to Travel Anywhere, both the promise and the purpose of our platform and brand.

It can be used as a tagline or a headline in conjunction with the name in marketing and sales contexts.

## Etta tagline

---



easier  
to  
travel  
anywhere  
etta

## Signature

## Etta Go

This wordmark is the official signature of Etta Go. It should always be used as the official brand mark.

The mark contains the Etta logo, paired with 'essentials' typeset in Centra No2 Light in Deem Mid Grey.

The Etta Go wordmark should only ever appear in full color, black or white.

The image shows the 'Etta Go' wordmark logo. The word 'etta' is written in a bold, lowercase, sans-serif font in a vibrant orange color. The word 'go' is written in a lowercase, sans-serif font in a dark grey color. There is a small gap between the two words. The entire logo is centered on a white background.

# Signature

# Clear space and minimum size

To ensure the clarity of the wordmark always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Please refer to dimensions below for the minimum acceptable reproduction size of the wordmark for print and digital.

Clear space  
Width of the 'e'



Minimum size  
x = 20 px / 0.21"



## Signature

---

This wordmark is the official signature of Deem Ground. It should always be used as the official brand mark.

The mark contains the Deem wordmark, paired with 'ground' typeset in Centra No2 Light in Deem Mid Grey.

The Deem Ground wordmark should only ever appear in full color, black or white.

## Deem Ground

---

The image shows the 'Deem ground' wordmark. 'Deem' is rendered in a bold, black, sans-serif font. 'ground' is rendered in a lighter, grey, sans-serif font. The two words are positioned side-by-side with a small gap between them.

# Signature

# Deem Ground clear space and minimum size

To ensure the clarity of the wordmark always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Please refer to dimensions below for the minimum acceptable reproduction size of the wordmark for print and digital.

Clear space  
Width of the 'D'



Minimum size  
x = 20 px / 0.21"



# Signature

In most situations, when Etta is the prominently marketed brand name, it is endorsed by the phrase Powered by Deem. There is no official lockup for this configuration, except for the following guidance:

- It should be title casing
- It should be set as text, with the Deem word mark not used
- It can include the deem.com URL
- It should always be scaled to the width of the Etta word mark, and appear below the word mark

# Lock-ups



## Signature

## Trademarks

Where desirable to protect the Deem and Etta trademarks the appropriate indicia should be used. Please contact Deem Marketing for the latest trademark information.

- 1 Deem with ®
- 2 Deem Ground with ®
- 3 Etta with ®
- 4 Etta with ™
- 5 Etta Essentials with ®



The primary Deem brand color is Deem Dark Grey. Consistent use of color is essential to maintaining the unique Deem look and feel.



Deem Dark Grey

PMS Black 6C  
RGB 16 24 32  
HEX 101820  
CMYK 100 61 32 96

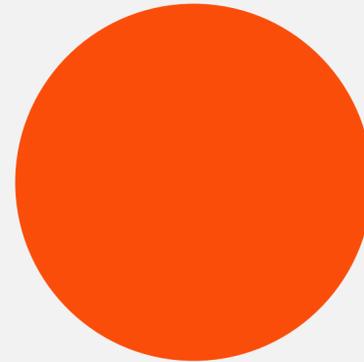
White

# System

## Secondary colors

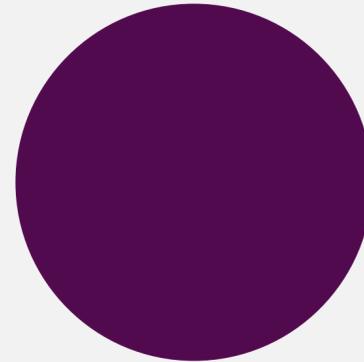
The secondary color palette offers complimentary tones to match the primary Deem color palette. The secondary palette is meant to provide accent and should be used sparingly. These secondary colors should either be used as a compliment to the Deem Dark Grey.

Consistent use of color is essential to maintaining the unique Deem look and feel.



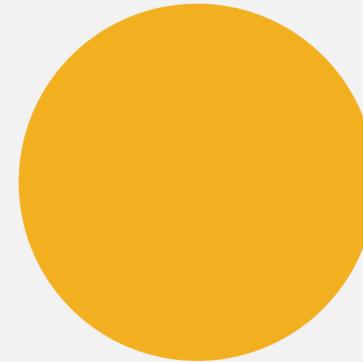
Etta Orange

PMS 1655C  
RGB 252 76 2  
HEX FC4C02  
CMYK 0 77 100 0



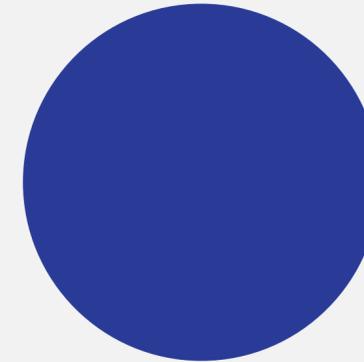
Deem Plum

PMS 261C  
RGB 93 41 95  
HEX 5D295F  
CMYK 60 100 0 31



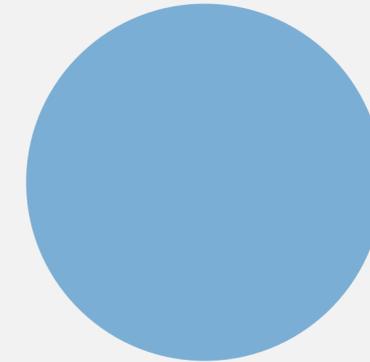
Deem Sun

PMS 7409C  
RGB 240 179 35  
HEX FOB323  
CMYK 0 27 92 0



Deem Ocean

PMS 2736C  
RGB 30 34 170  
HEX 1E22AA  
CMYK 100 90 0 2



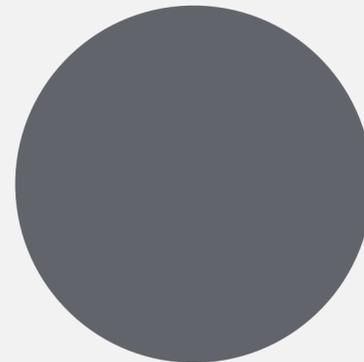
Deem Glacier

PMS 542C  
RGB 123 175 212  
HEX 7BAFD4  
CMYK 51 16 0 0



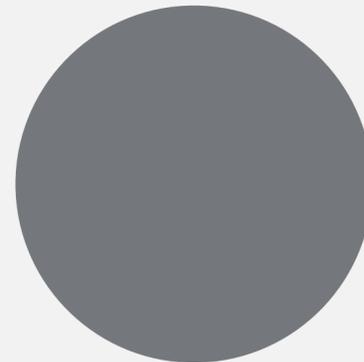
Deem Silver

PMS Cool Grey 1C  
RGB 217 217 214  
HEX D9D9D6  
CMYK 10 7 5 0



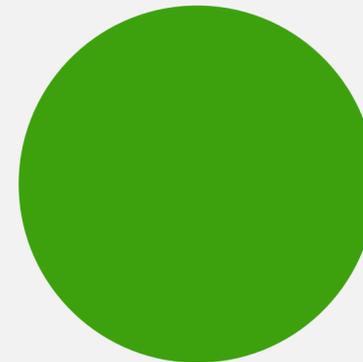
Deem Text Grey

PMS Cool Grey 10C  
RGB 99 102 106  
HEX 63666A  
CMYK 57 46 40 25



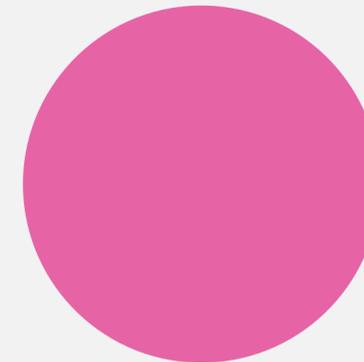
Deem Mid Grey

PMS Cool Grey 9C  
RGB 117 120 123  
HEX 75787B  
CMYK 50 40 34 17



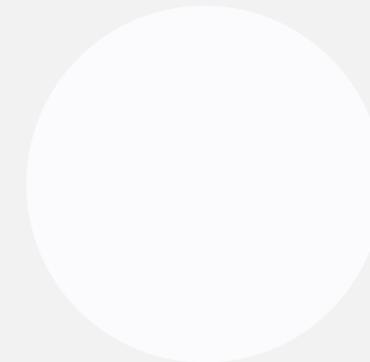
Deem Moss

PMS 361  
RGB 67 176 42  
HEX 43B02A  
CMYK 68 0 100 0



Deem Pink

PMS 2038  
RGB 239 96 163  
HEX EF60A3  
CMYK 0 72 10



Deem Light Silver

RGB 251 251 253  
HEX FBFBFD

Digital use only.

The Deem typeface for print and web applications are Centra No2. Licensing information can be found here:

<https://sharptype.co/typefaces/centra/centra-no2/>

**Centra No2**  
AaBbCc123

The Deem typeface for print and web applications are Centra No2. Medium, Book and Book Italic are used for hierarchy and contrast. Licensing information can be found here:

<https://sharptype.co/typefaces/centra/centra-no2/>

## Centra No2 Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890(){}? !/ @# \$¢% ^ & \*

## Centra No2 Book

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890(){}? !/ @# \$¢% ^ & \*

In addition to the medium and book weights, light can also be used in certain circumstances. One example is below, when typesetting names of Deem's operations (which don't have their own wordmark).

'Deem' is set in Centra No2 Medium in Deem Dark Grey. 'Travel & Expense' is set in Centra No2 Light in Deem Mid Grey.

**Deem** Travel & Expense

## *Centra No2 Book Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890(){}?!/@#\$%^&\**

## Centra No2 Light

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890(){}?!/@#\$%^&\*

The Deem typeface for UI is Inter. Both bold and regular weights are used for hierarchy and contrast. Inter shares visual similarities with Centra but is designed specifically for legibility at small sizes. Inter is licensed under an open font license, details can be found at the following link:

<https://fonts.google.com/specimen/Inter>

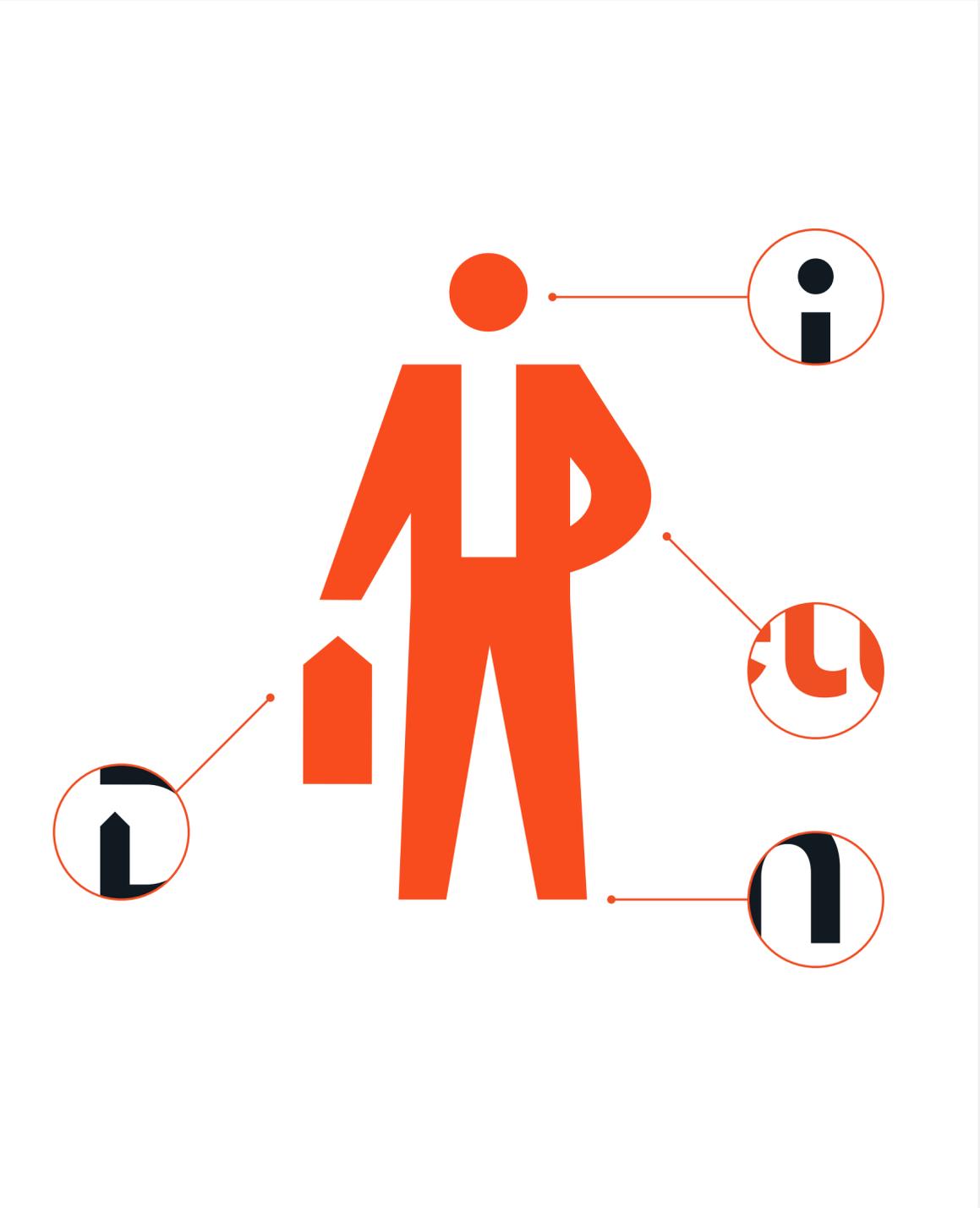
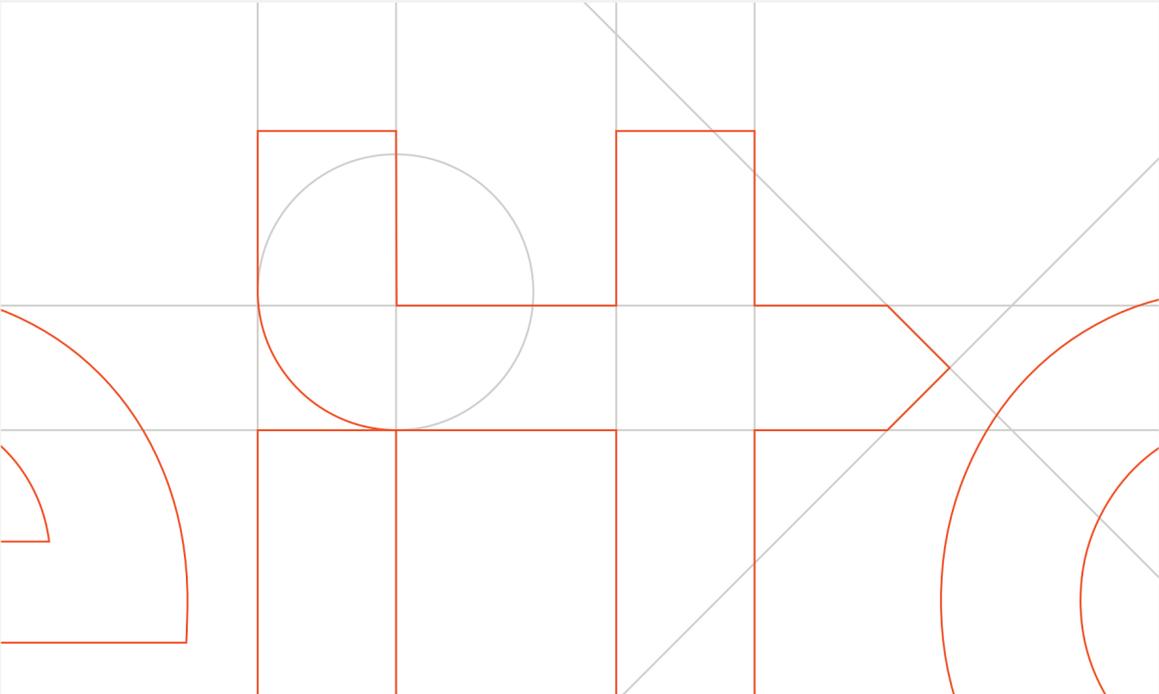
## Inter Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890(){}? !/ @# \$% ^ & \*

## Inter Regular

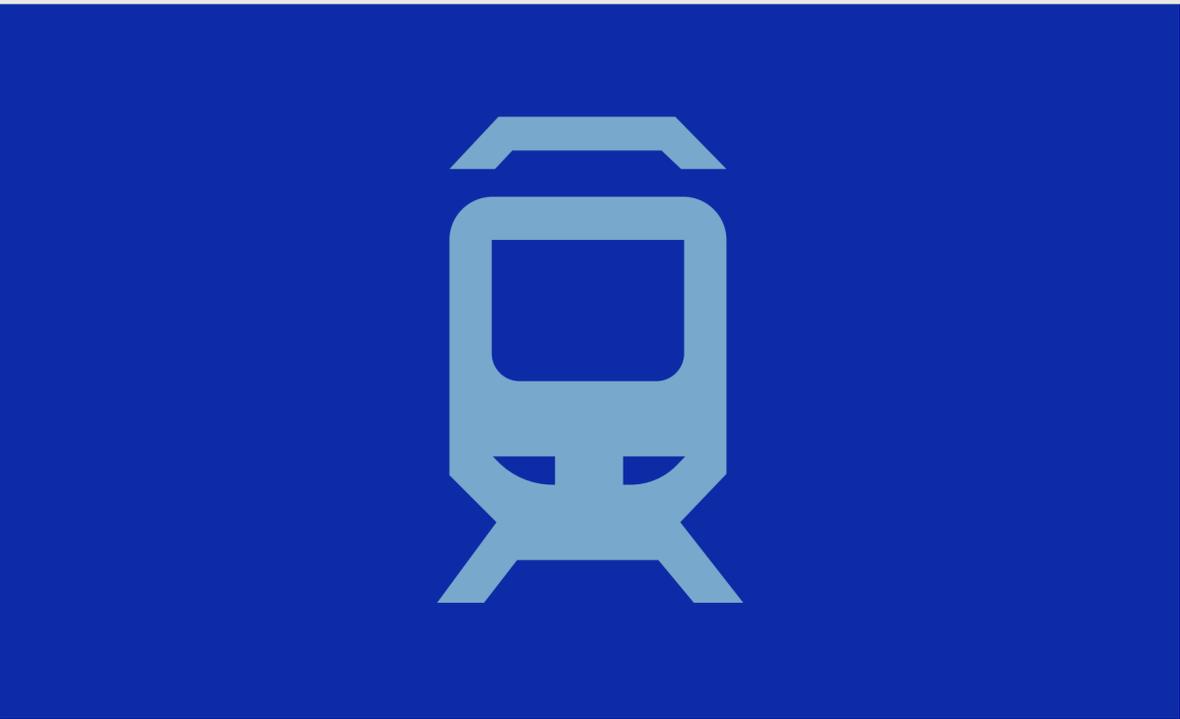
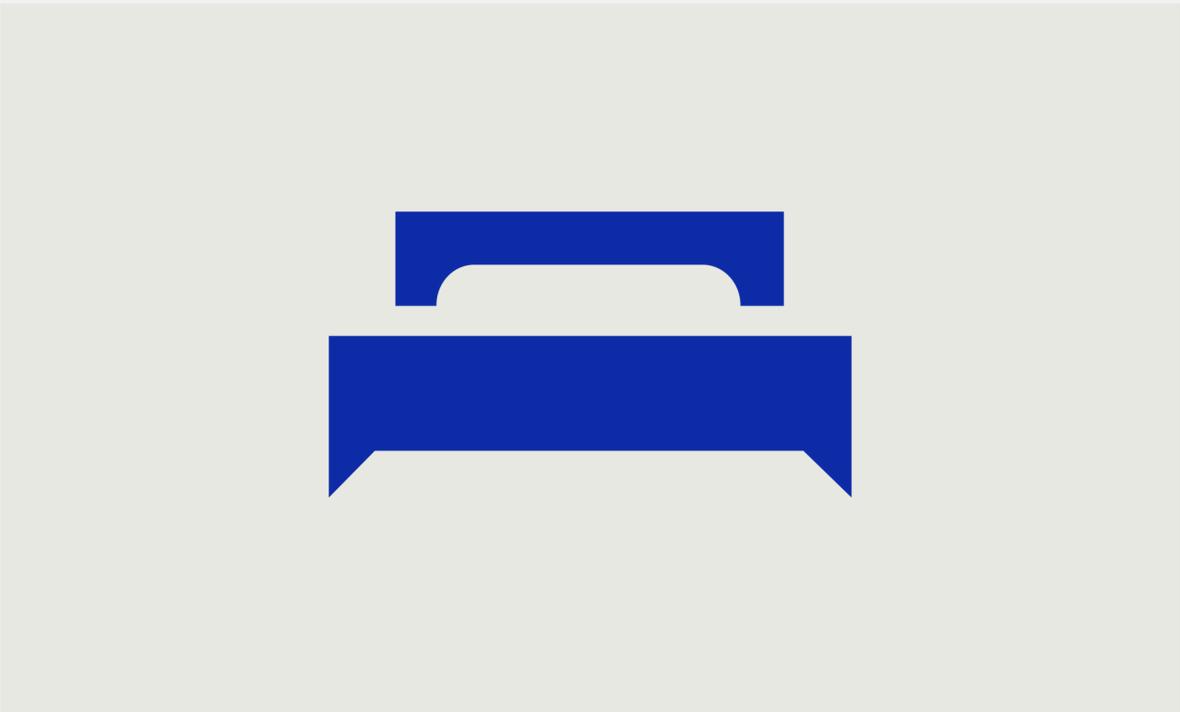
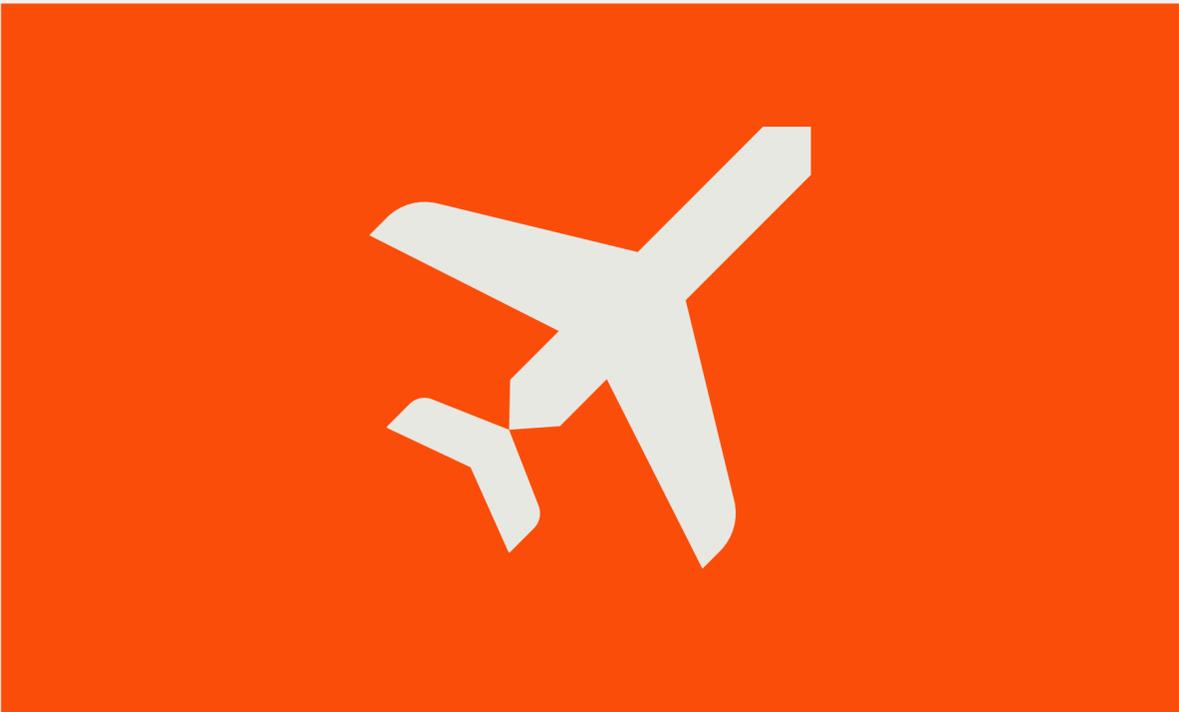
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890(){}? !/ @# \$% ^ & \*

Deem's pictogram and icon style takes visual queues established in the design of both the Deem and Etta wordmarks. These revolve around curves and directional arrows. Deem's pictogram style has been designed to be scalable at all levels, from a homepage marketing illustration all the way down to UI icons.



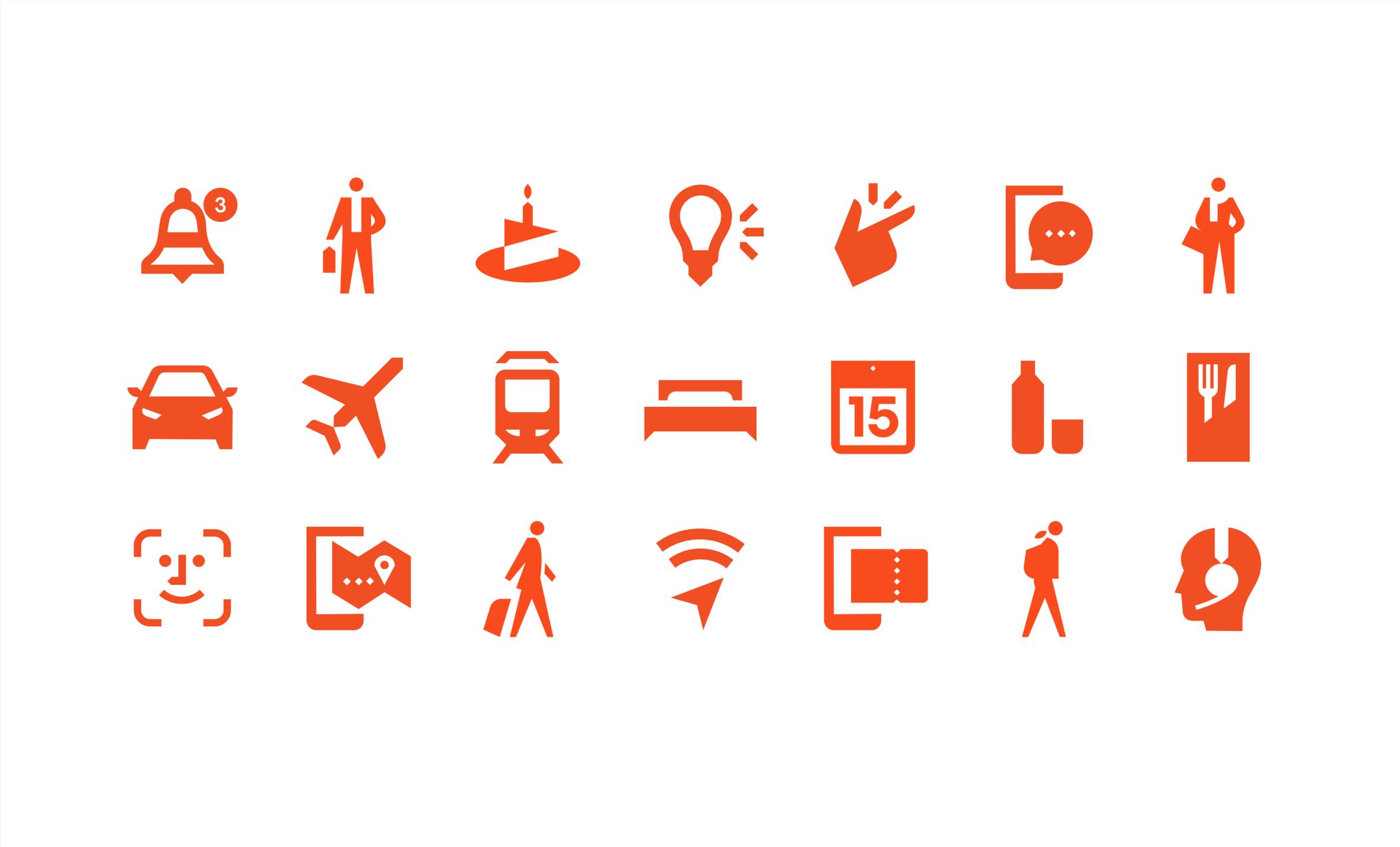
Some examples of the icon design principles.

Pictured clockwise:  
Plane, Hotel, Ride, Rail



Pictured here is the core set of icons. There are additional icons for content specific web and marketing uses.

Contact Deem Marketing for the most up-to-date set.

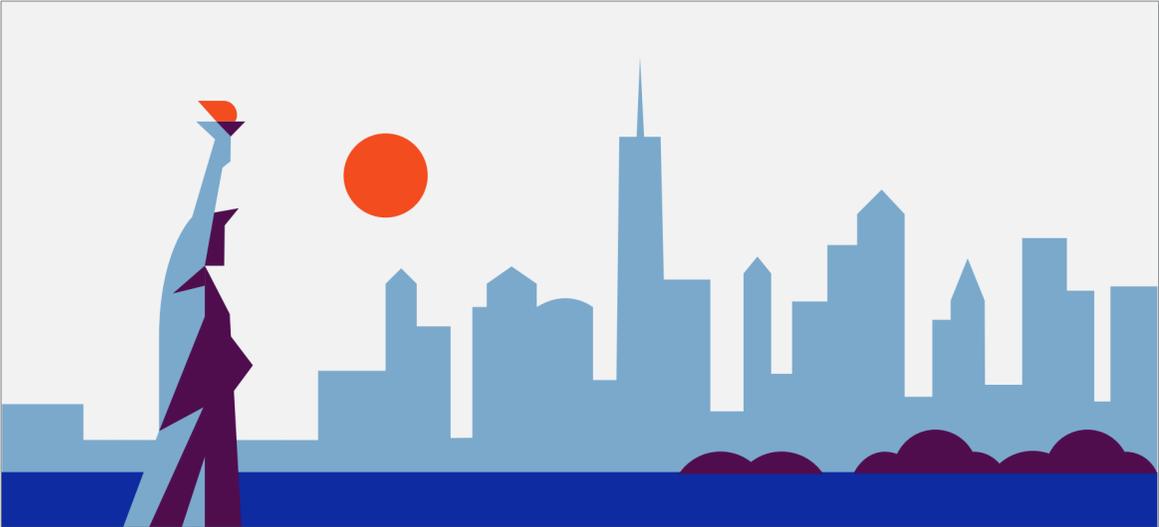


Pictograms and icons can be combined to create large scale compositions.

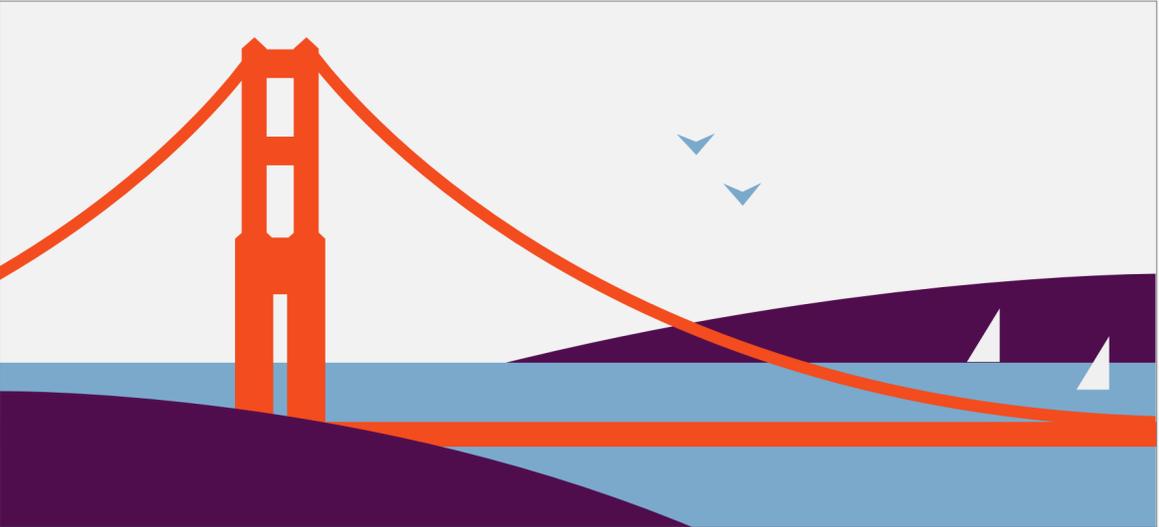


Trip cards have been designed of major travel destinations to be used in the Etta app. Pictured here are four exemplars.

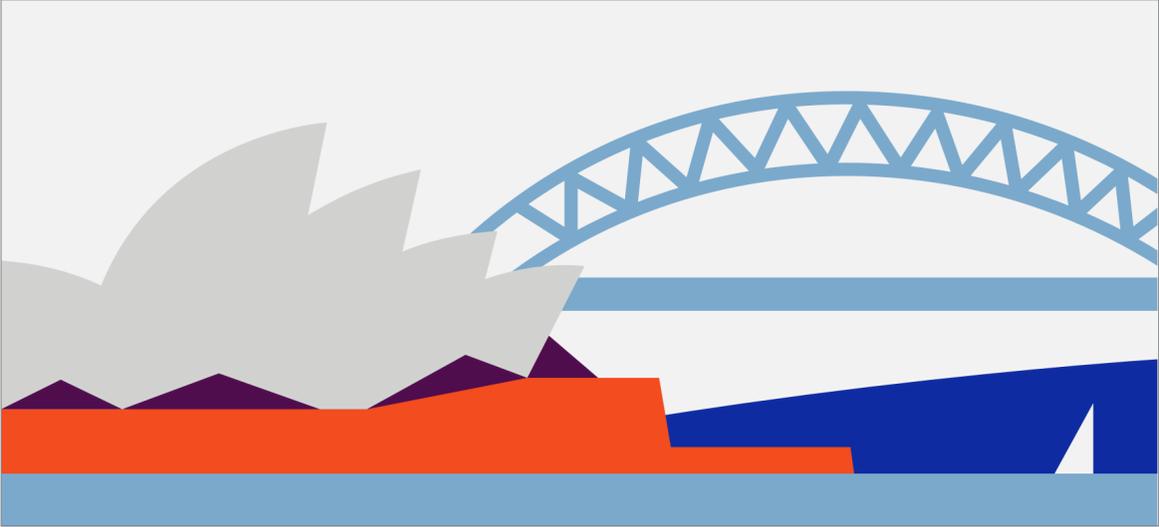
Contact Deem Marketing for the full set.



New York, USA



San Francisco, USA



Sydney, Australia



Shanghai, China

# System

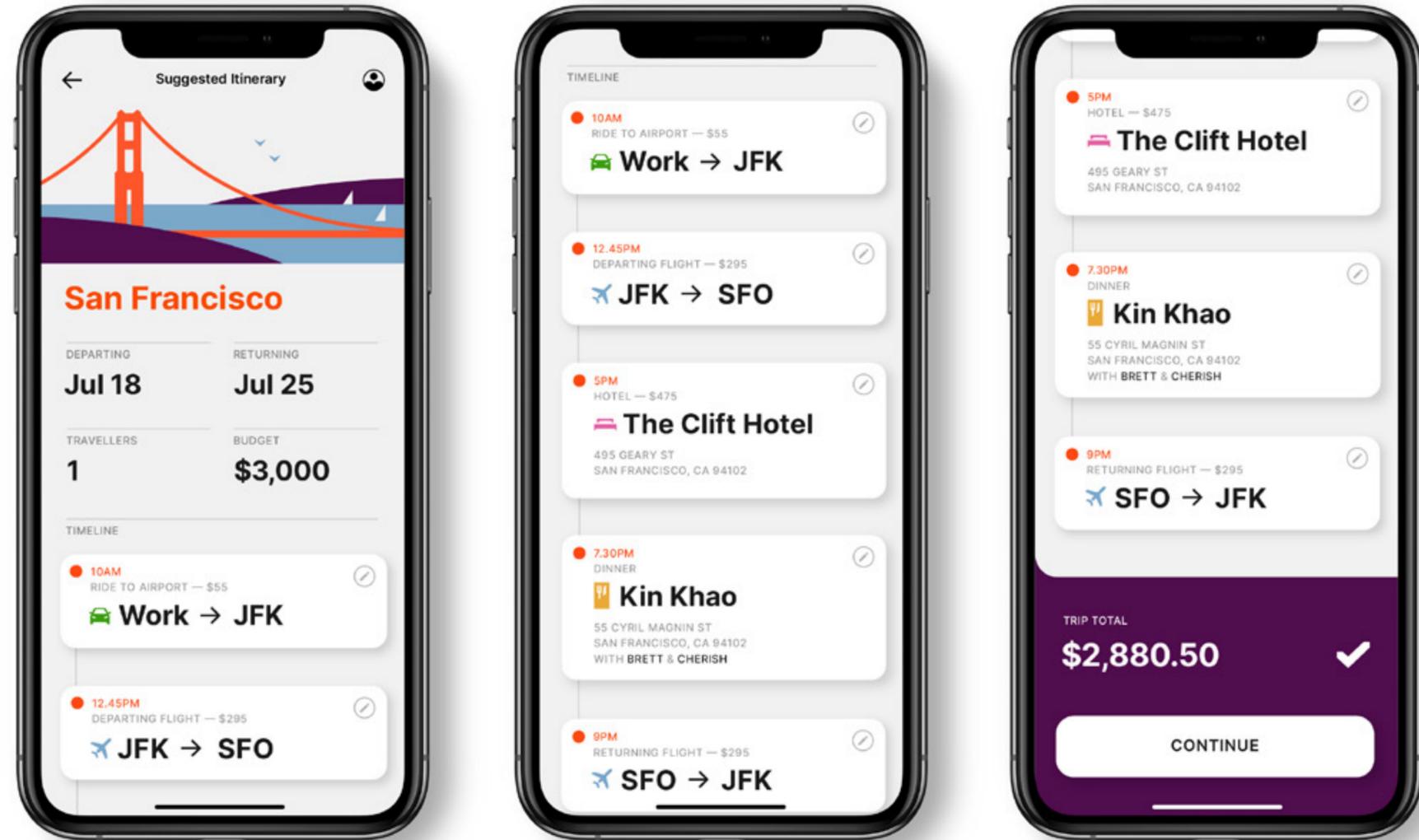
# Destination illustrations

The visual language of the trip cards can be extended into marketing communications and other branded collateral.

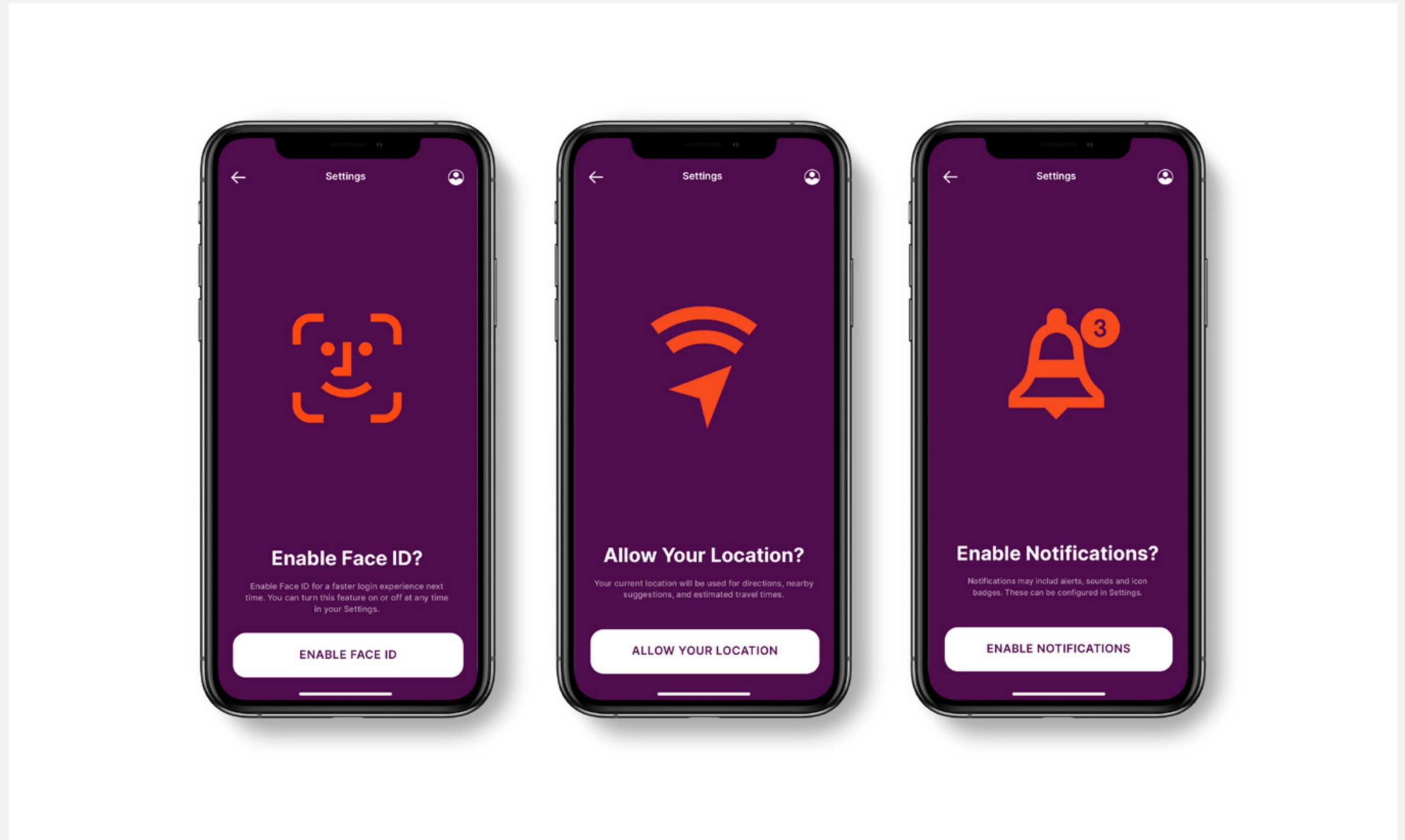
These example marketing posters capture the 'golden age of travel' in a 21st century contemporary style.



These representative UI screens show the Etta color scheme, use of typography, and pictograms and icons.



These representative UI screens show how you can use the pictogram style for key notifications.



# System

# Photography

Deem's primary image style is illustrative / pictographic. However there may be times when photography is appropriate or necessary for marketing purposes so these images provide some general reference for general style, lighting and composition.

## Image medium

Images should be in color, not black and white or duotones.

## Subject

Use real Deem clients and staff where possible, as opposed to stock or models. For images of settings or travel moments, tones should be natural and compositions dramatic.

## Style

The photographic style should be candid, optimistic and personal. Images should feel genuine, like a moment in real life.

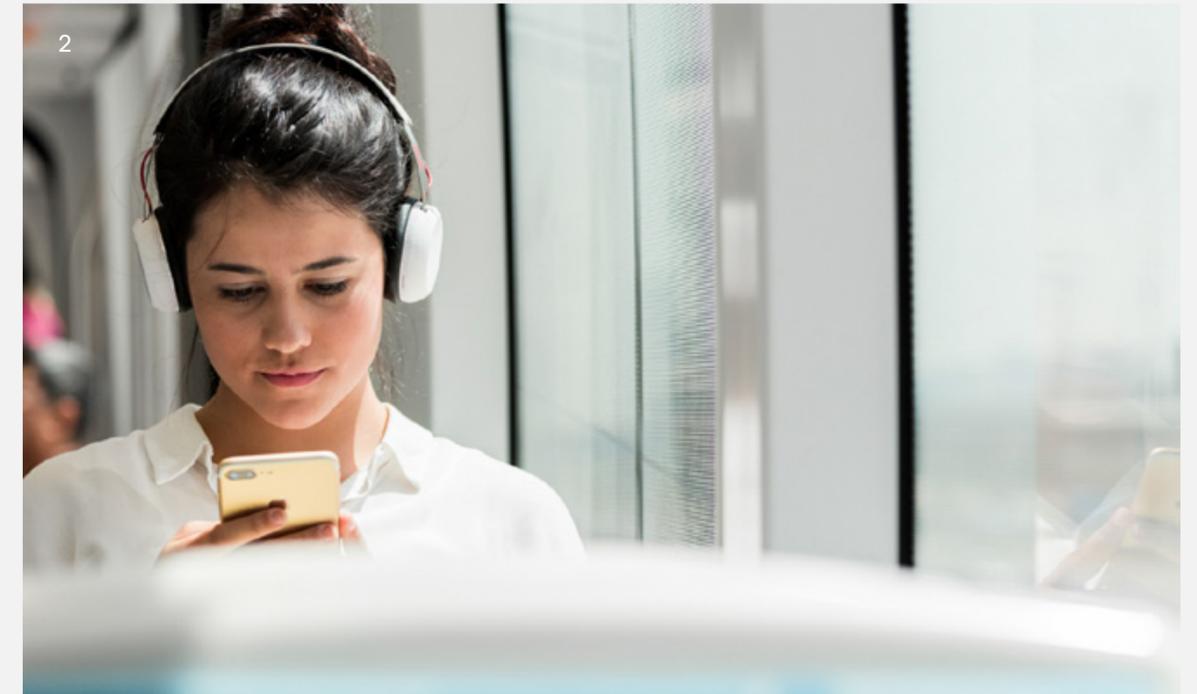
## Composition

Subject matter should be lifted from the background, by use of bright background light or shallow depth of field.

## Lighting and location

Soft, bright light that looks natural to the scene should always be used. Daylight preferred, if possible.

Images 2, 3 by Lee Mawdsley. These images are copyright protected and shown for reference only. Do not use. Images 1, 4 by Unsplash.



# System

These are principles which guide the verbal expression of the Deem and Etta brands, and which build on the brand attributes and design principles expressed in the introduction to this document. Examples of our voice across different categories of communication are shown. Our voice is guided by our brand values and attributes.

## Conversational

Deem is a people-centered company and we want anyone we're communicating with to feel like they're talking to real people.

## Smart

We use clever language and arresting turns of phrases to distinguish our voice in the market.

## Authoritative

As a visionary leader in our industry, we use clear and succinct language to establish credentials.

## Deem company name

In all editorial applications, use 'Deem' for the company name. It should always appear in title case.

## Etta product name

In all editorial applications, use 'Etta' for the company name. It should always appear in title case.

# Editorial voice examples

## Headlines and subheadlines

### Greetings from everywhere.

Global travel management that's as good for your employees as it is for you.

### Say hello to Etta.

The world's most advanced travel management platform designed to make your employees and your budgets happy.

### Right there with you.

Our legendary customer success team gets you up and running with Etta quickly and offers unrivaled support for your road warriors.

### We've traveled millions of miles to get here.

Deem pioneered corporate travel management software more than 15 years ago. And we're just getting started.

Making travel better for business by making it better for people.

### Finally, it's easier to travel anywhere.

With Etta, your employees get an effortless and intuitive experience—and you get first-class results on an economy budget.

## Benefits and features

### Save money.

Tight travel budget? No problem. We'll save you money on air, hotel, and ground.

### Delight your teams.

Your road warriors are the heartbeat of your business. Keep them flying high.

### Travel your way.

Get a travel program customized just for you—and your existing expense tools.

### Unrivaled searches.

Google's ITA search engine gives you more airfare options, dynamic sorting, and quicker response times than GDS-only solutions.

### You're in the driver's seat.

View flight seat maps and pin seats while cross shopping.

### Design your own adventure.

Etta's custom tailored for your teams and the other tools you already use and love.

## Body content

Deem's global engineering team is continuously evolving our technologies to make sure your travelers get the easiest experience and you get the insights you need to manage costs.

Our intelligent solutions are built for the way your teams work and communicate right now. That means our platforms basically disappear, leaving nothing behind except an effortless trip, a productive meeting, and happier employees.

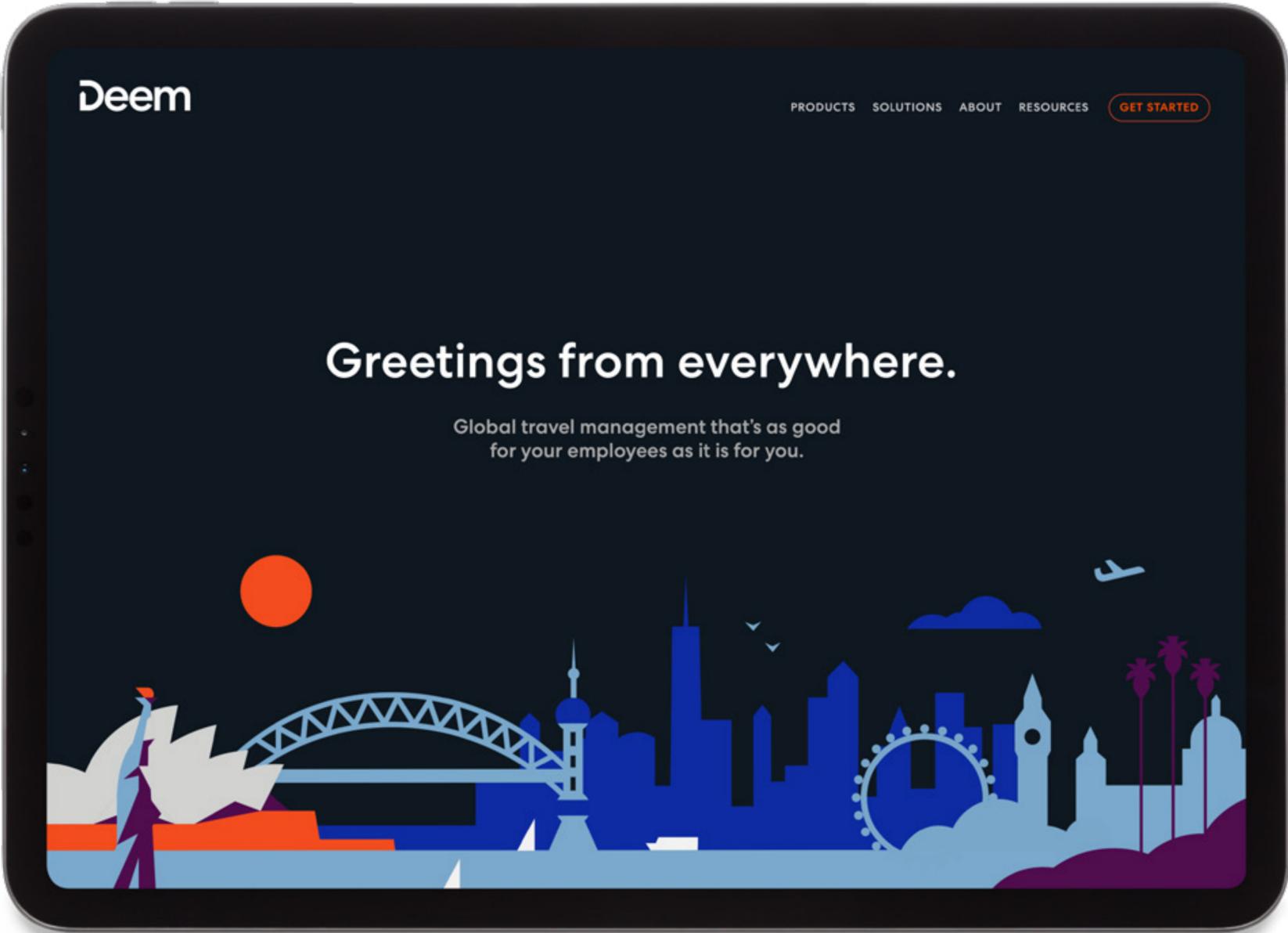
We anticipate your traveler's needs and then continually innovate our products to take them to new and wondrous places (while saving you money, of course).

Deem understands that when travel's better for your people, it's better for your business. So beyond the fancy, easy-to-use technology, there are dedicated people at the ready to help any time (like Joe, Doreen, Carol, and...).

# Design examples

# Website

The homepage of the Deem website brings together our smart, authoritative voice, color palette and design language in a compelling composition.



# Design examples

Other pages of Deem's website show the use of typography, color and pictograms.

# Website

Deem PRODUCTS SOLUTIONS ABOUT RESOURCES GET STARTED

## etta

### Finally, it's easier to travel anywhere.

With Etta, your employees get an effortless and intuitive travel experience—and you get first-class results on an economy budget.

**Intelligent features for seamless trips.**

Nice & easy.  
Your travelers can book or modify anything themselves as easily as buying on Amazon.

**Unrivaled searches.**

Google's ITA search engine gives you more airfare options, dynamic sorting, and quicker response times than GDS-only solutions.

JUL 18	Alaska	FROM	\$310	✓
EWR		SFO	NONSTOP	
	7.45am		11.05am	

JUL 18	DELTA	FROM	\$312	
JFK		SFO	NONSTOP	
	3.55pm		7.27pm	

**You're in the driver's seat.**

View flight seat maps and pin seats while cross shopping.

Deem PRODUCTS SOLUTIONS ABOUT RESOURCES GET STARTED

## We've traveled billions of miles to get here.

Deem pioneered corporate travel management software more than 15 years ago. And we're just getting started.

**The most innovative and intelligent travel management tools on the planet.**

**etta**

A mobile, cloud-based travel solution that allows employees to quickly shop for, book, and manage their travel.

[Learn more >](#)

**Deemground**

The only end-to-end ground transportation booking and management platform for corporate travel.

[Learn more >](#)

**Deem by the numbers.**

We're wholly owned by Enterprise Holdings, one of the world's leading travel companies.

**50K**

corporate customers

**00K**

hours rescued

**\$00K**

dollars saved

See Deem's vision for the future of travel

Deem PRODUCTS SOLUTIONS ABOUT RESOURCES GET STARTED

## Let's travel forward together.

Deem partners with market leaders to lower your costs, ease your admin hassles, and help your employees travel happier.

**Expense & operation technology partners**

With Open Expense, you can seamlessly integrate your Etta travel data to the expense and operations platforms you currently use and love. Manual entries are a thing of the past: transactions flow automatically; policies and requirements are updated on the spot.

**Travel management company partners**

You don't have to break up with your current TMC. We work with them all.

[See all](#) ▾

**Business partners**

We partner with the world's biggest travel brands to give your employees the travel experience they deserve.

CUSTOMER TESTIMONIAL

**"Deem is simple to use and can be customized to include your whole corporate travel policy. Plus, their customer service is outstanding."**

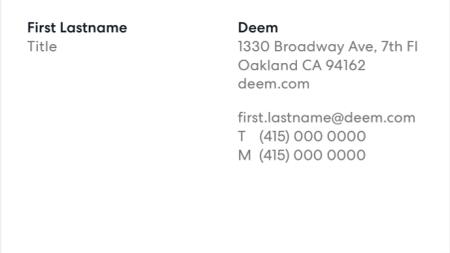
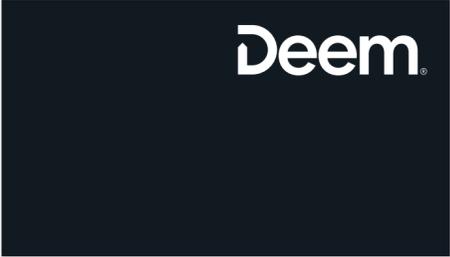
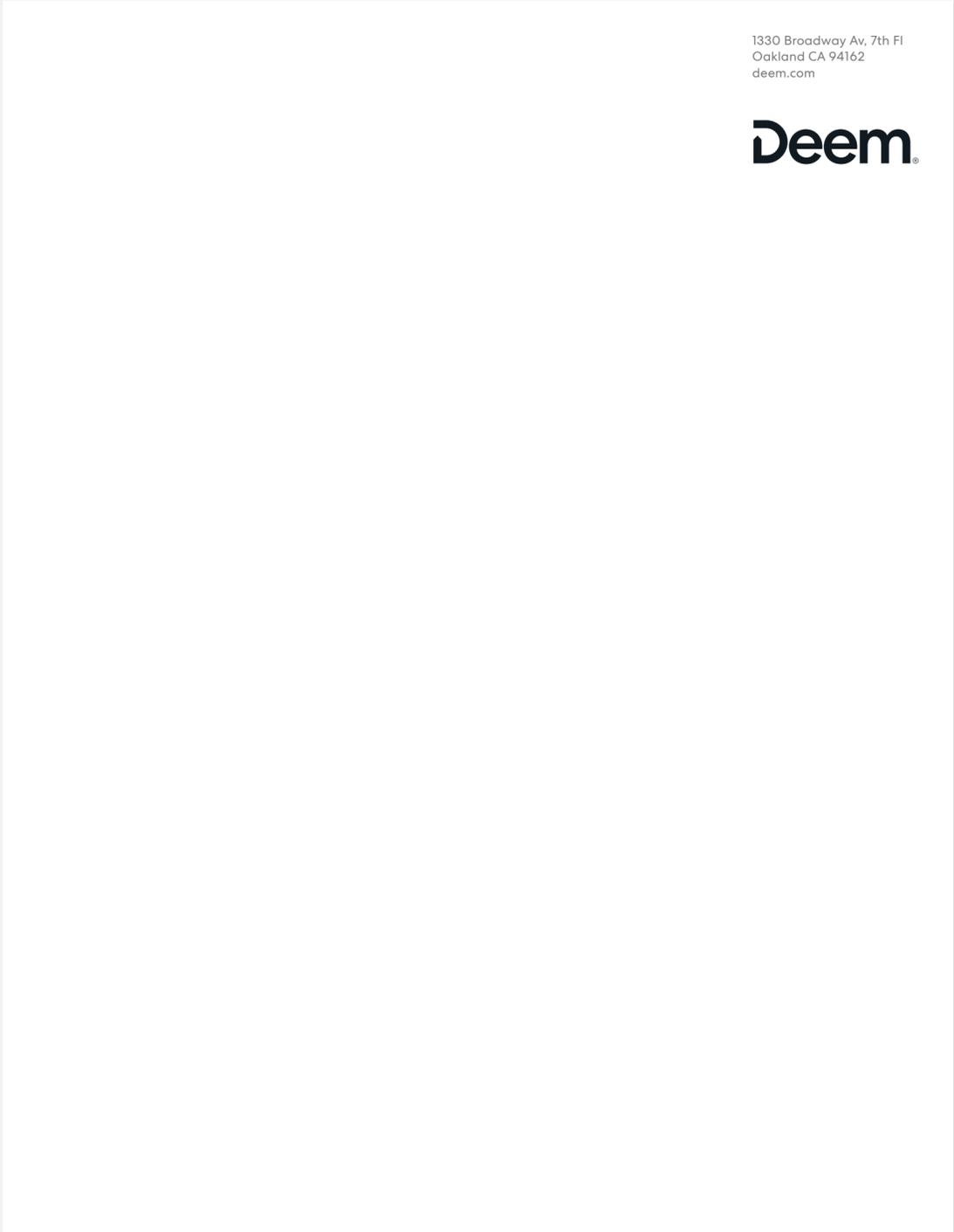
Cami Earsley, Ellison Technologies

# Design examples

# Stationery

The Deem stationery system has been designed for consistency across print and digital applications. No alterations may be made to the stationery system.

Contact Deem Marketing for stationery orders.



# Design examples

# Sales sheets

The Deem sales sheets templates available from Deem Marketing provide a flexible arrangement of layouts and elements to accommodate different types of messages.

Etta related sales sheets use Etta Orange and Deem related sales sheets use Deem Dark Grey and Deem Glacier colors.

Contact (415) 590 8312 or [save@deem.com](mailto:save@deem.com) to schedule a demonstration today.

**Deem.**

## etta essentials

**A travel booking experience for growing companies.**

The most difficult part of a business trip is too often the trip itself. It shouldn't be. We spend a lot of time figuring out ways to make travel admin easier. When you manage your travelers, we've got the solutions you need. When you want to grow your business, we're right there with you.

We've got you covered with a robust and scalable travel booking experience, designed for you and your travelers from the tarmac up — all powered by Deem.

Etta Essentials brings beautiful design, machine learning and customization together to provide travelers and their companies with a dynamic and seamless platform — all the way from shopping and booking to applying policy and managing costs.

Etta Essentials is a light-weight, custom built online travel booking platform with fast implementation times and all the great features of Deem's full service platform, Etta at a cost effective level.

### Features

- Online Booking**  
A modern online booking and management system for desktop and mobile usage which offers content, policy, and approval workflow for travelers, travel managers and travel management companies.
- Free 24-hour Southwest Check-in**  
Access to free 24-hour auto check-in on Southwest Airlines, guaranteeing a 95% placement in A + B boarding zone — and keeping your travelers out of the middle seat.
- Policy Builder**  
Comes preconfigured with best practice policies and easily customizable for your business.
- Google ITA Search Engine**  
Unparalleled air fare search provides more options, in a shorter time frame than GOS-only based solutions. Dynamic sorting allows travelers to find their preferred option quickly.
- TripAdvisor Reviews**  
Knowing what hotel to book is an important part of every business trip. Access TripAdvisor hotel reviews right alongside hotel content and you'll know you've booked the right one.

### Example heading

<b>10,000</b>	<b>50,000</b>	<b>5,000</b>	<b>85</b>
Operators	Cars	Corporate customers	Countries

Contact (415) 590 8312 or [save@deem.com](mailto:save@deem.com) to schedule a demonstration today.

**Deem.**

## Deem Travel & Expense

**All business. No trip.**

The most difficult part of any business trip is too often the trip itself. It shouldn't be. We make it easier for the traveler to get down to business without distraction. We make it simple for the manager to keep track of all the moving parts. And we support our partners with the information they need to stay competitive. We have 50,000 corporate customers and growing, and the world's largest travel management companies are now on the Deem platform. We've figured out how to cut through the crap in the travel business. We get it.



### Features

- Integrated Policy Drives Savings**  
Building company policy is simple, but implementation and enforcement can be difficult. Deem takes a consultative approach, designing and building a policy program that's integrated and fully customized to control spend, before spend happens.
- Automated Ticket Exchange**  
A powerful tool that completely automates the use of unused tickets, by flagging their availability and dynamically calculating their value during the shopping experience. Travelers are prompted to use aging tickets by flagging airlines in the new trip booking process and the system automatically recalculates the exchange.
- Mobile Receipt Capture and Automated Receipt Processing**  
With Deem Work Force's travel and expense integration, travelers can leave their receipts behind. Travelers simply capture an image of the receipt using the Deem mobile app and Deem's automated receipt processing combines optical character recognition with human-verification to send a copy of the receipt to the traveler's digital wallet.
- Pre-Trip Approval**  
Deem's unique Pre-Trip Approval and notification workflow provides the flexibility to review 100% of bookings but only act on those that are out of policy. Companies save money by giving travelers a consumer like experience with booking and choices of content. They don't need to visit other sites, so enforcing policy becomes effortless.
- Modern User Experience**  
An intuitive and dynamic design across desktop and mobile platforms. Easily search and compare air, hotel, rental car and car service options. Flexible policy filters and preferred supplier icons (including TripAdvisor reviews, photos and amenities) drive higher adoption and compliance.
- Personalized Travel Preferences**  
Travelers can easily personalize Deem Work Force to their exact preference. They can assign seat and meal choices on flights, add frequent flyer, hotel loyalty and other related programs. They can customize notifications for assistants, co-workers and family members to keep them informed.

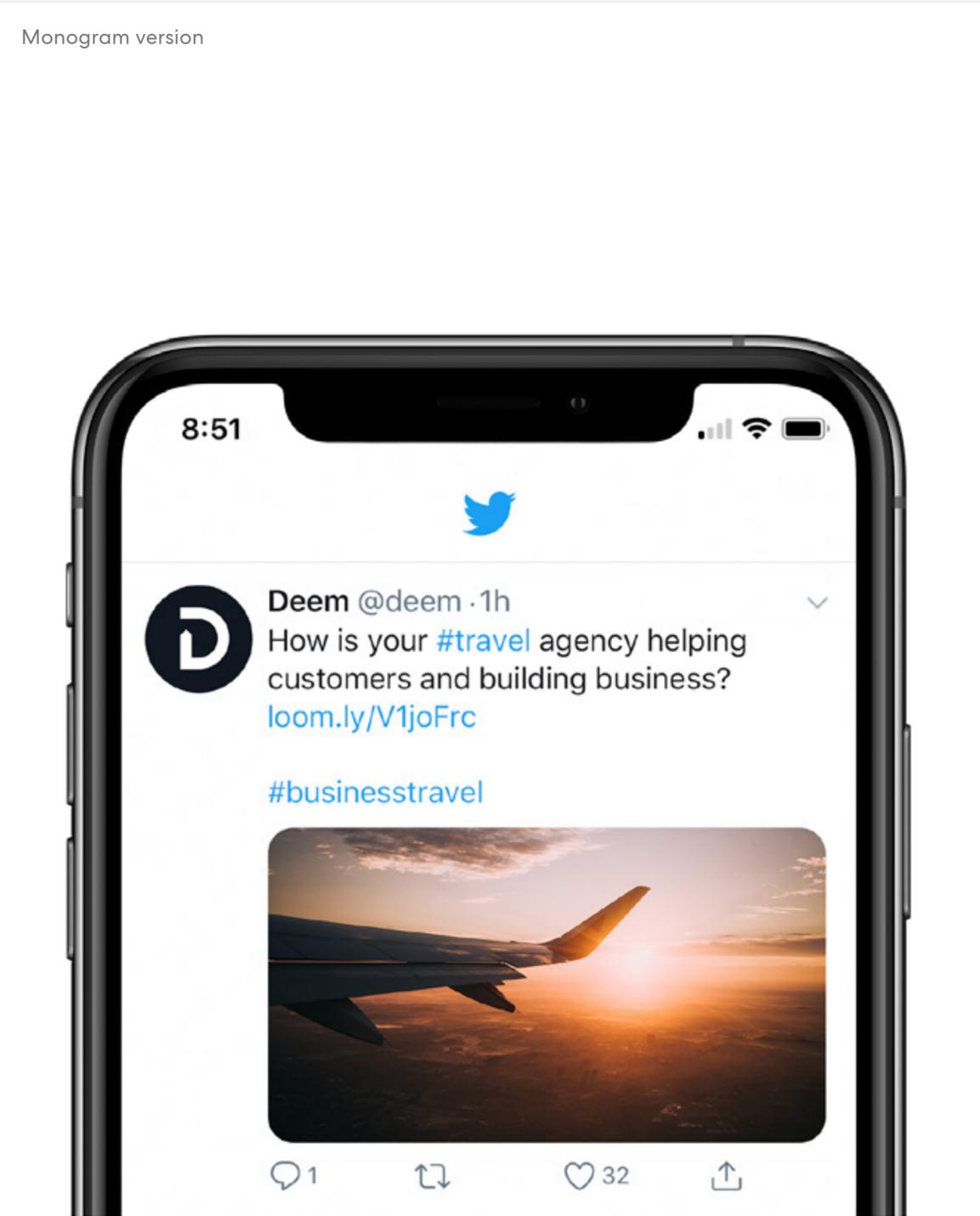
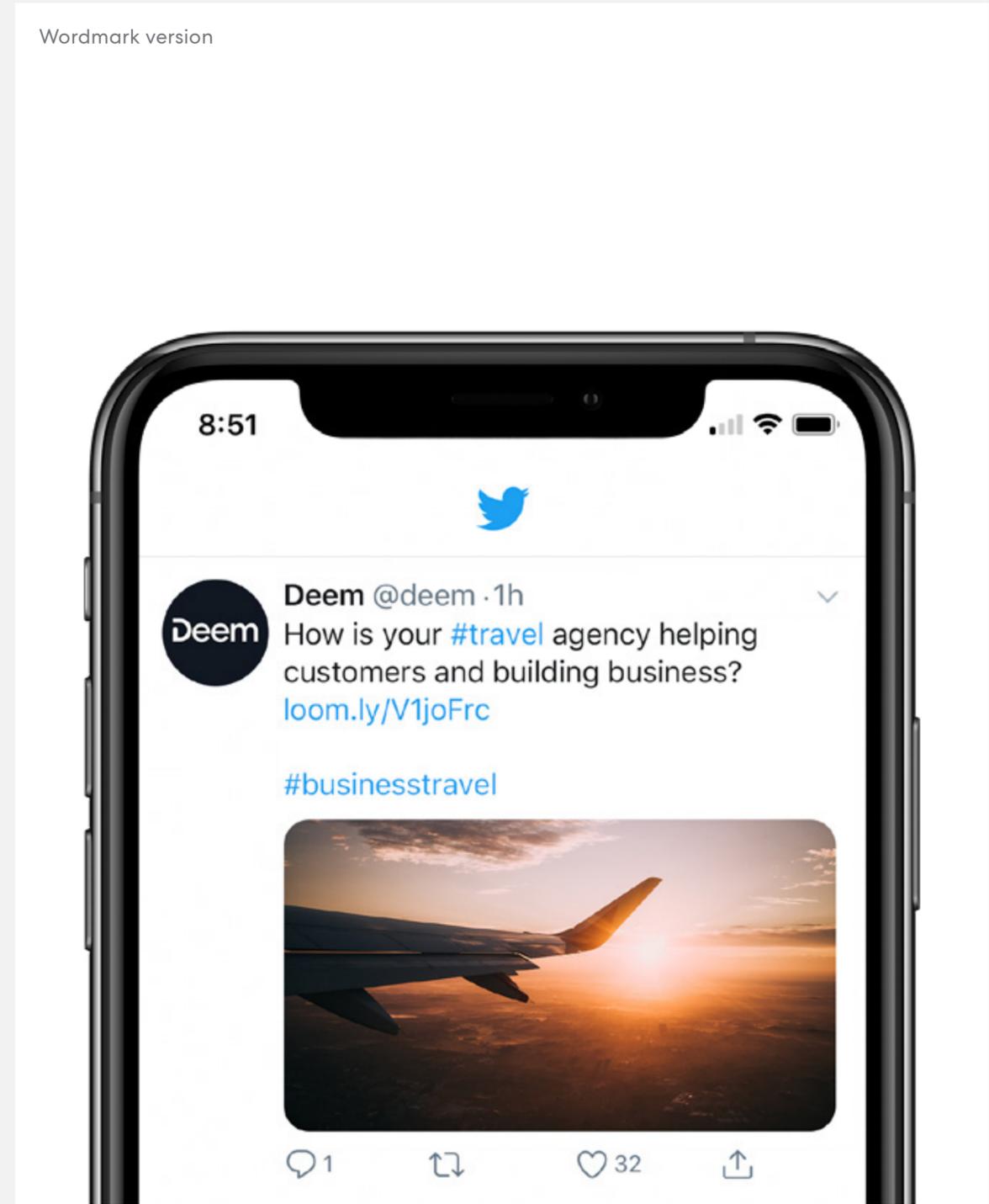
# Design examples

# Social media

The Deem social media icon can either be a white colored Deem wordmark on a Deem Dark Grey background.

As familiarity of the brand builds over time there is an optional monogram version that can be used.

The icons should each be sized to appropriately fit each digital environment and use case. The Deem monogram (pictured below) can be used as either a social media icon or website favicon. Two versions have been designed for use in a square crop and a circular crop. Please contact Deem Marketing for the appropriate versions.



# Design examples

# Email signature

## Instructions

See the follow pages for instructions on how to setup your email signature.

## Fonts

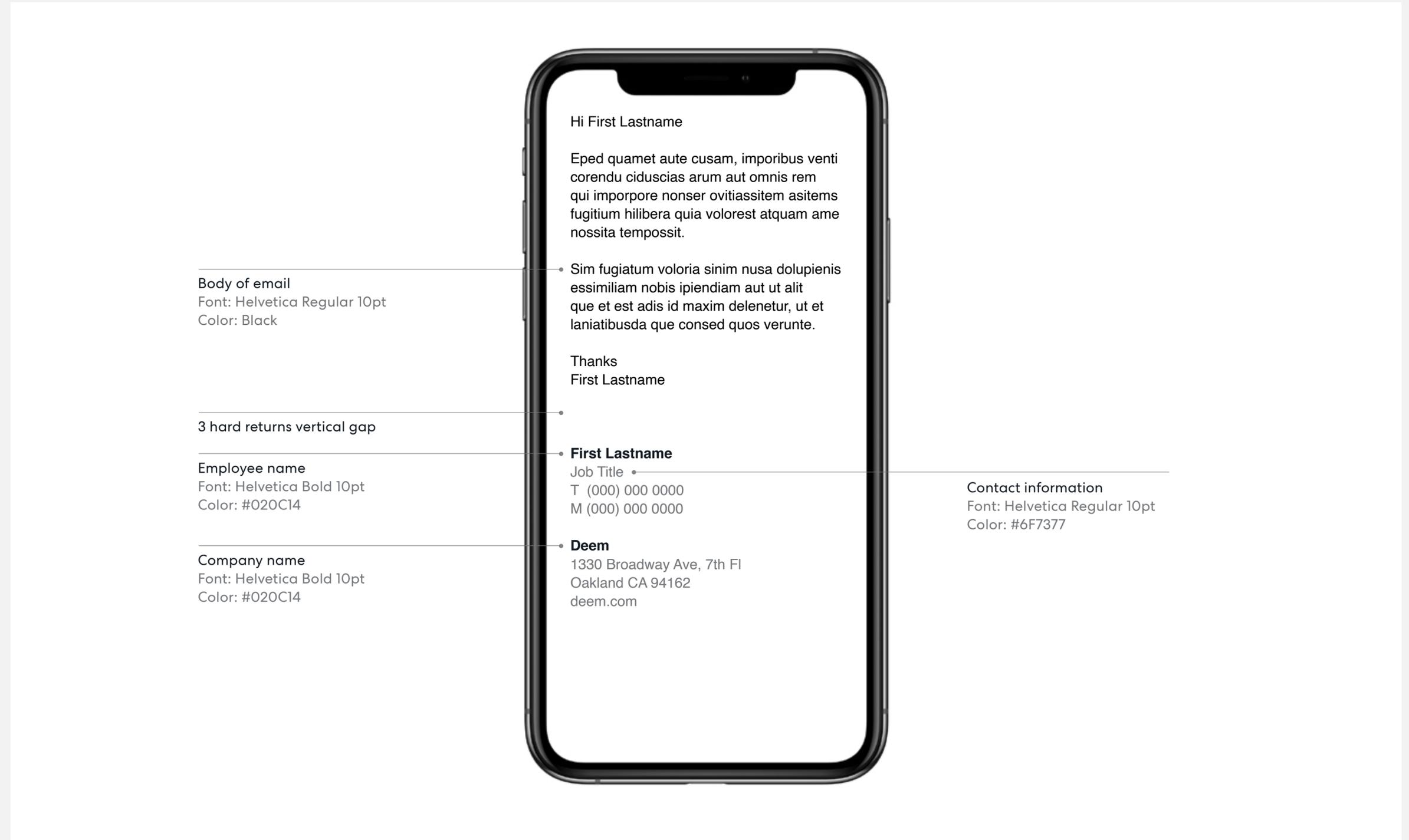
The primary Deem typeface for email signatures is Helvetica. Helvetica is a system font available on Windows OS and Mac OS.

Reference these type sizes and colors when setting up your email signature and email body font. Email body font is Arial 10 black for new emails, replies, and forwards.

Contact your division IT team for instructions on how to set up your email signature and body font.

## Android

At this time Android devices do not have the capability of setting up automatic, formatted email signatures.



# Design examples

# Merchandise

Pictured is a Deem monogram embroidered cap. The cap is colored Deem Dark Grey.

Embroidered monogram



# Design examples

# Merchandise

The two shirts take on their respective brand colors, with wordmarks screened in Deem Dark Grey and white.

Deem shirt



Etta shirt



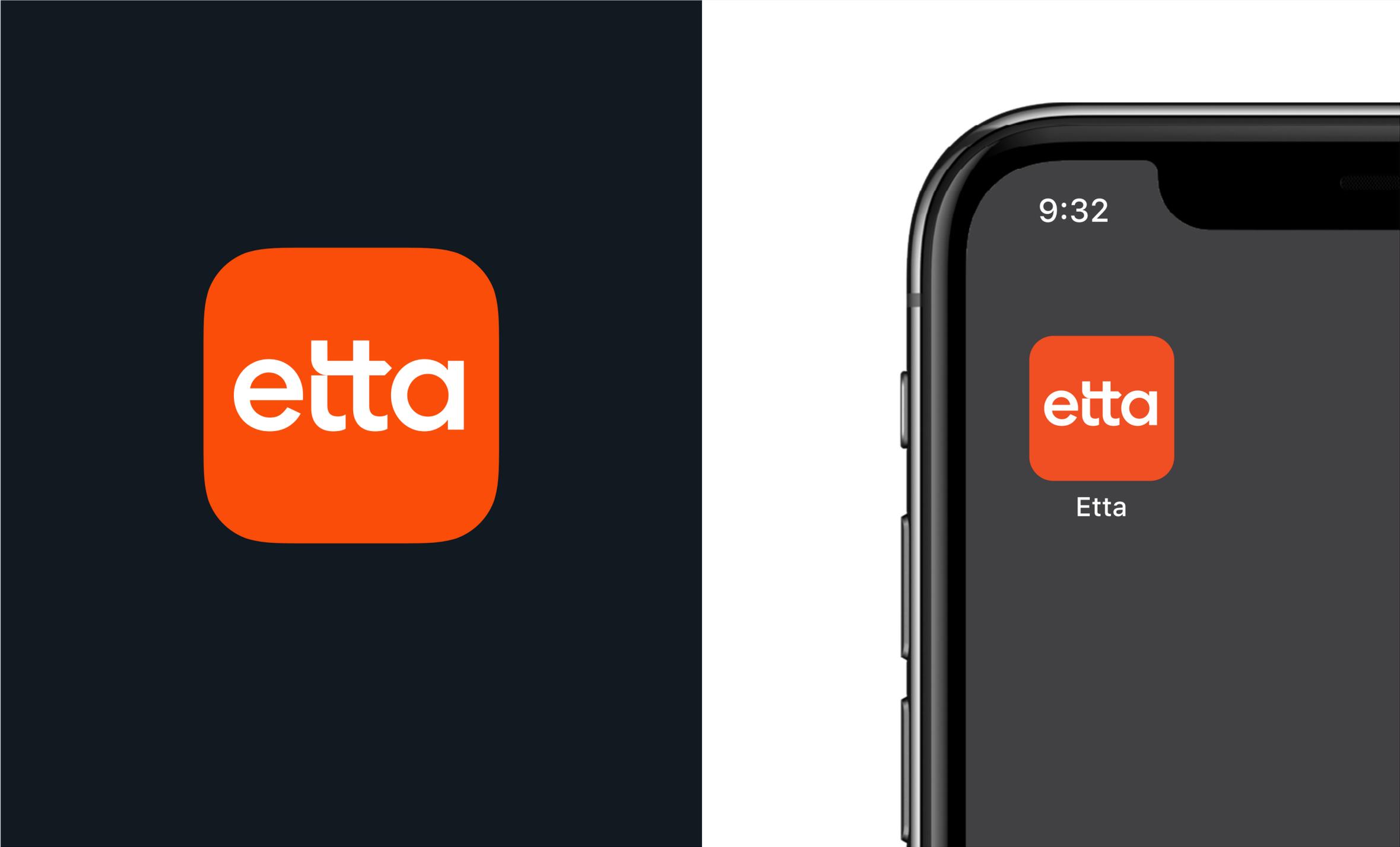
The app launch screen appears before the app loads.



# Design examples

# App icon

The app icon has been supplied as separate artwork. Please contact Deem Marketing if required.



# Design examples

# Magazine ad

An example magazine ad for Etta using the 'Right this way' tagline.



# Design examples

# Tradeshow billboard

An example tradeshow ad for Etta using the 'We've traveled billions of miles to get here' tagline.



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deem.com

**Deem**®

If you have questions about a specific project or come across a situation not covered in this style guide, please contact Deem Marketing.