



# Triplide

AI-Powered Smart Travel CRM



# BRAND GUIDELINES

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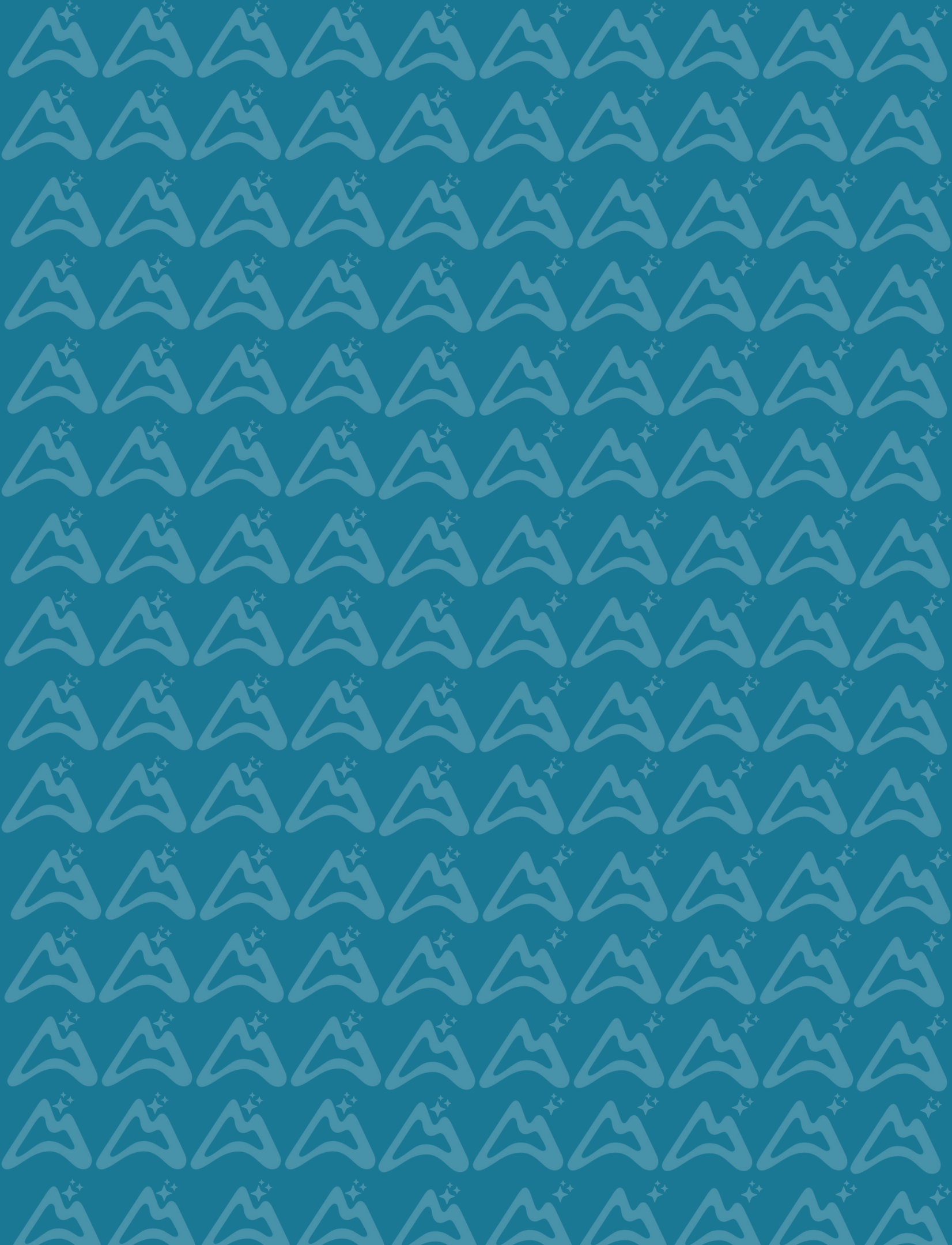
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# 01 Brand Introduction

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# About Triplide™

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Triplide is an AI powered travel CRM created to help travel businesses operate smarter, faster, and with greater control.

The travel industry has evolved rapidly. Customers expect faster responses, personalized itineraries, and seamless communication. Traditional tools like spreadsheets and fragmented systems cannot support modern travel operations.

## **Triplide was built to solve this.**

It brings sales, itinerary planning, operations, finance, and automation into one intelligent platform designed specifically for travel companies.

From managing inquiries to generating professional itineraries and tracking bookings, Triplide helps agencies streamline their entire workflow.

The platform is developed and maintained by Gigfolioo Technologies with a focus on scalability, automation, and long term growth for travel businesses.

## **Mission**

To empower travel businesses with intelligent technology that simplifies operations, improves customer experiences, and accelerates growth.

We believe travel companies should spend less time managing processes and more time creating unforgettable journeys for their clients.

## **Vision**

To become the most trusted AI powered CRM platform for the global travel industry.

We envision a future where travel businesses operate with complete visibility, automation, and efficiency powered by intelligent software.

# 02 Brand Logo

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# The Logo Story

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The flowing mountain form represents the journey every travel business manages daily. It reflects routes, destinations, and movement while symbolizing how Triplide organizes complex travel operations into one clear path through intelligent automation.

The rising curves also resemble a dynamic route line, highlighting how the CRM connects leads, itineraries, bookings, and customer communication into a single streamlined system powered by AI.



The spark icons represent intelligence and automation. They reflect the AI layer within Triplide that transforms routine travel agency tasks into faster, smarter, and more efficient workflows.

# The Mark

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# The Mark

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# The Logo

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The Triplide logo brings together exploration and intelligence. It represents a modern travel CRM designed to help agencies manage journeys, customers, and operations with clarity, speed, and AI-driven precision.



# Triplide

AI-Powered Smart Travel CRM



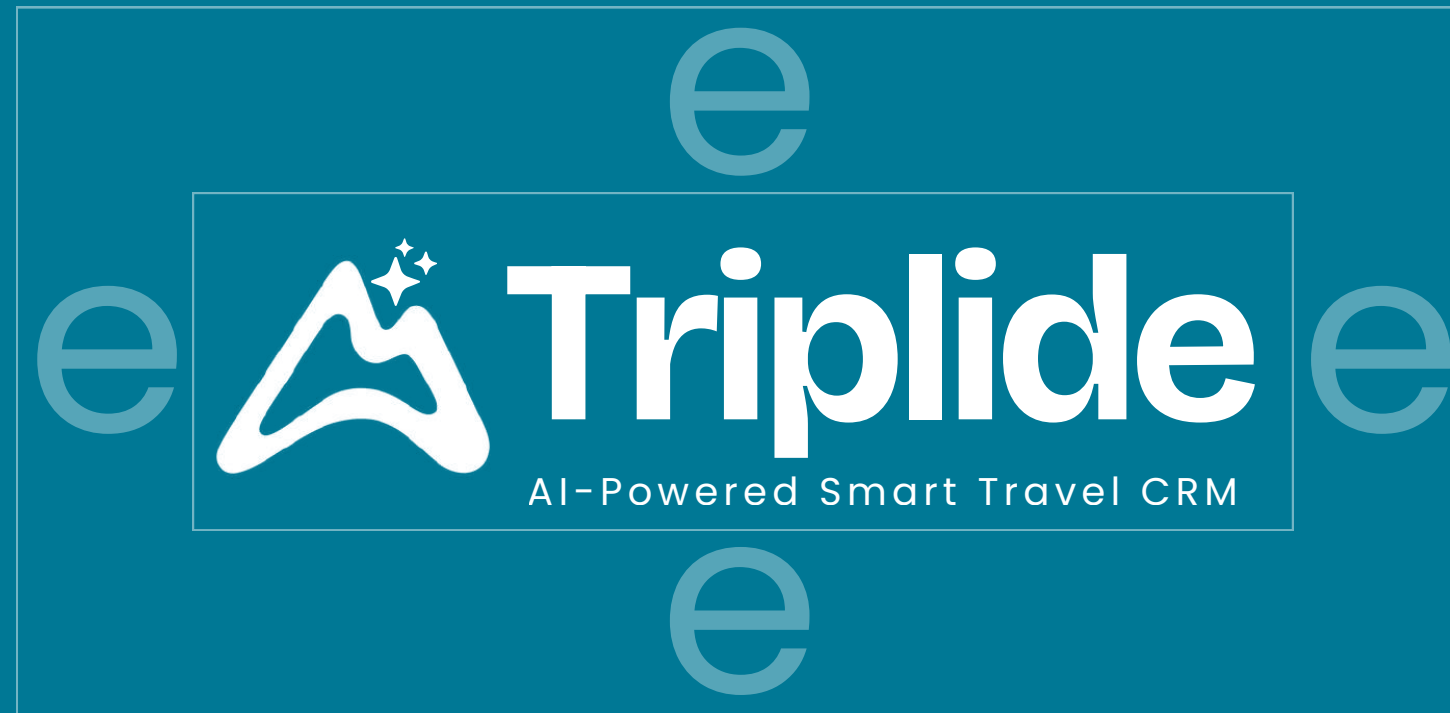
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This logo captures Triplide's mission to bring clarity, speed, and intelligence to modern travel operations. It reflects a brand built to simplify complexity, connect every stage of the customer journey, and help travel businesses grow through smart, future-ready technology.



# The Clear Space

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# Logo Colour Variations

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# Logo Misuse

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To protect the integrity of the Triplide brand, the logo must always be used in its original form without distortion or modification. Do not stretch, rotate, recolor, or apply shadows, outlines, or gradients to the logo. Avoid placing it on busy or low-contrast backgrounds, and never alter the typeface or arrangement of its elements. Any misuse can reduce brand recognition and weaken the brand's professional, consistent identity.



## Minimum Logo Size

To keep the logo clear and readable, always respect size limits. At 200px, the logo is sharp and ideal for headers or large placements. At 100px, it remains clear for general digital use. At 60px, it's still legible but best used in tight spaces. 40px is the minimum safe size for the full logo; below that, use the icon-only version to maintain clarity.

200px



100px



60px



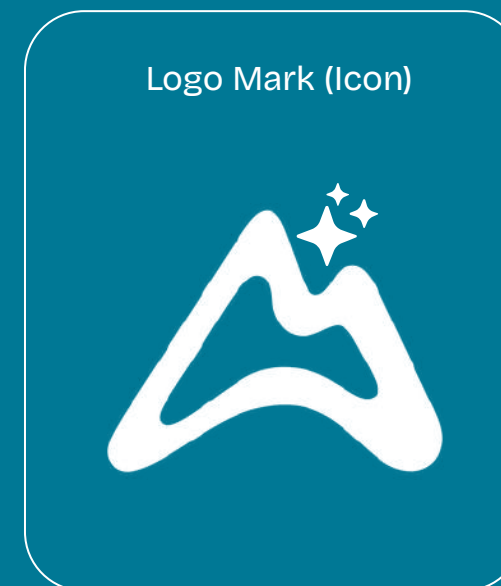
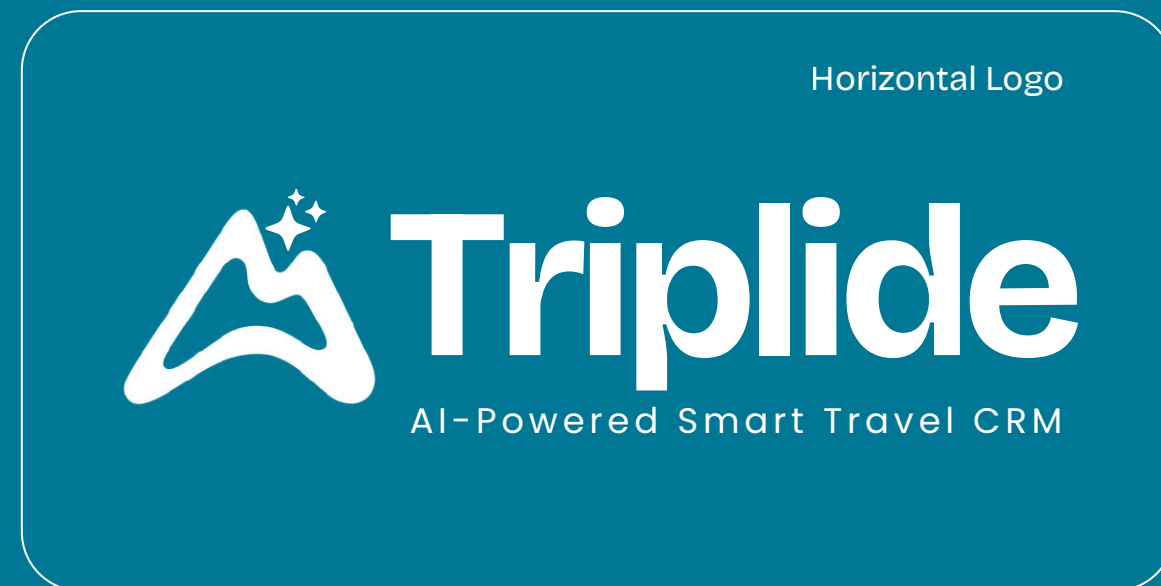
40px



# Logo Variations

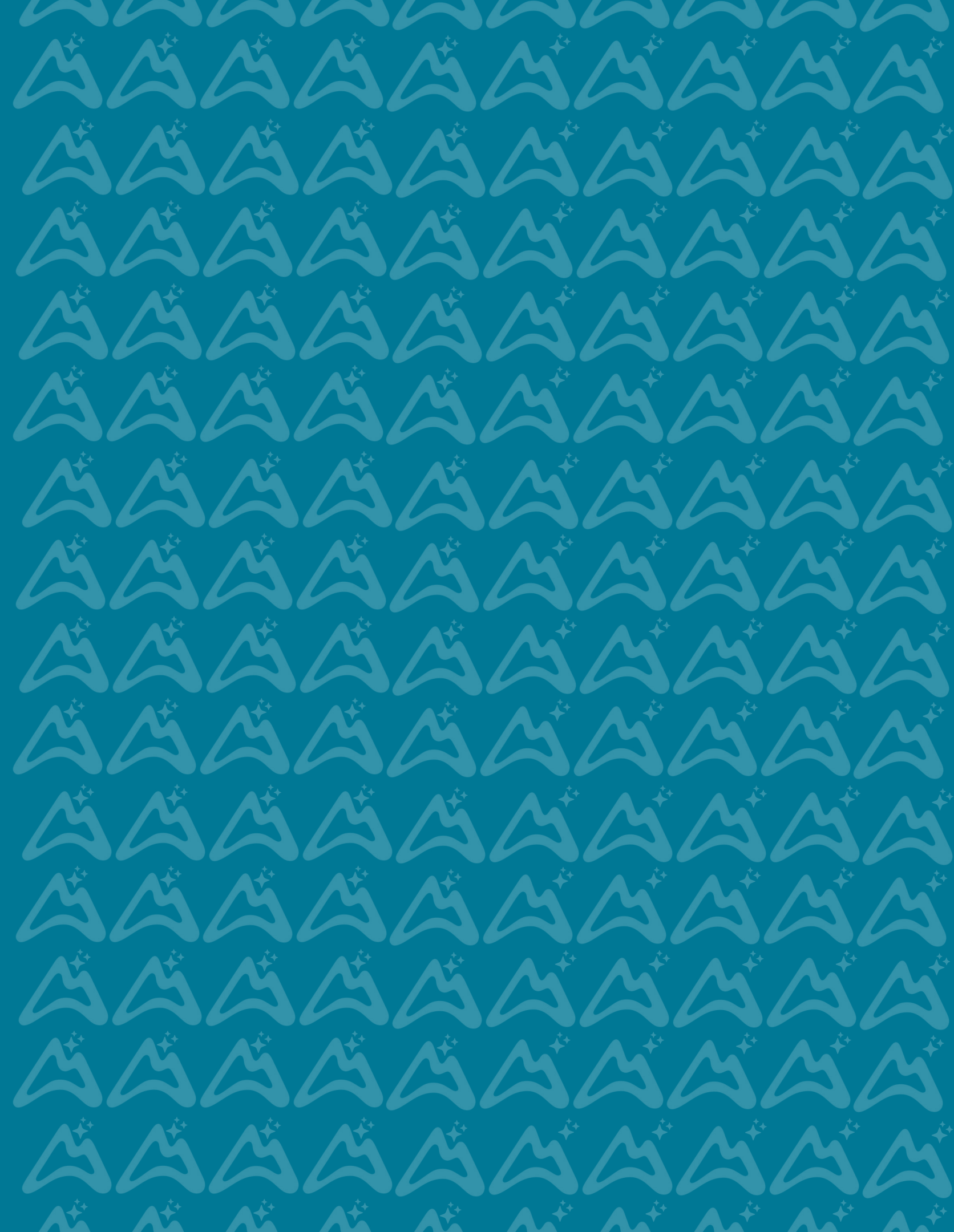
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The Triplide brand features three logo variations to stay adaptable across different platforms and use cases. The Horizontal Logo serves as the primary version and works best for most brand applications. The Logo Mark, using the icon alone, is perfect for favicons, app icons, or compact spaces. The Word Mark is ideal when the icon is not required but clear brand recognition remains important. Always use the version that suits the layout best while keeping the brand identity consistent.



# 03 Brand Elements

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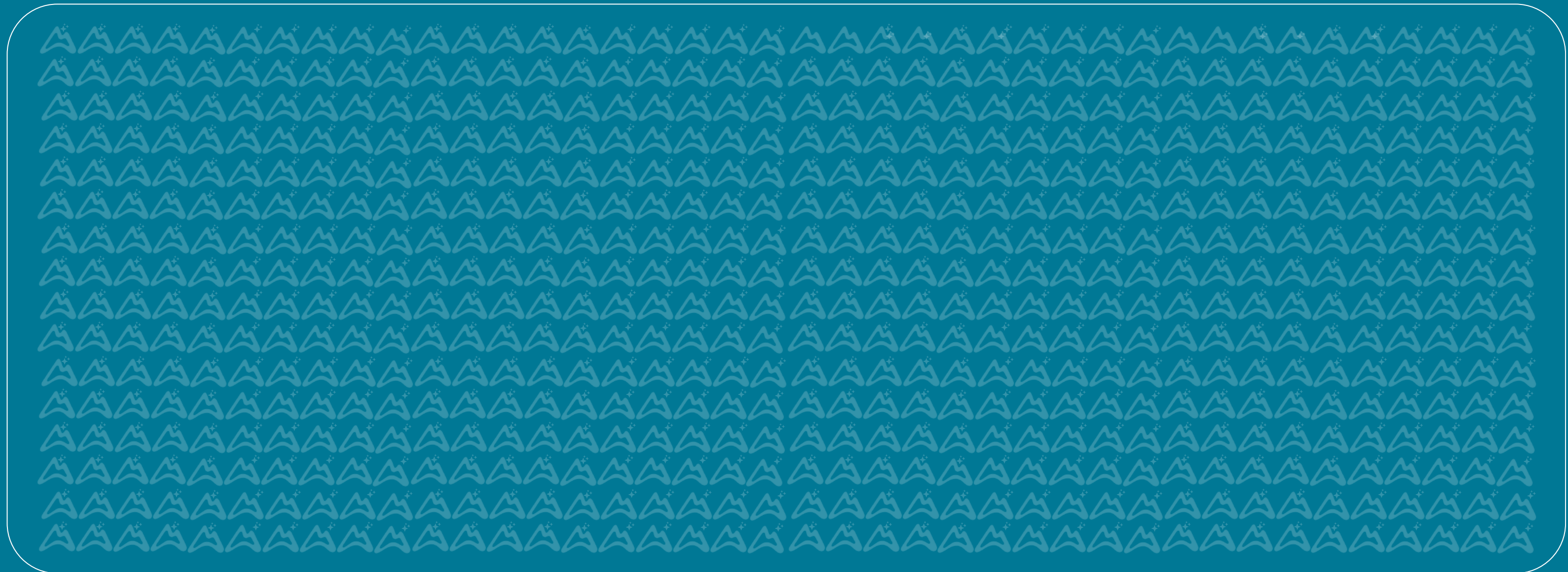
# Web & App Icon

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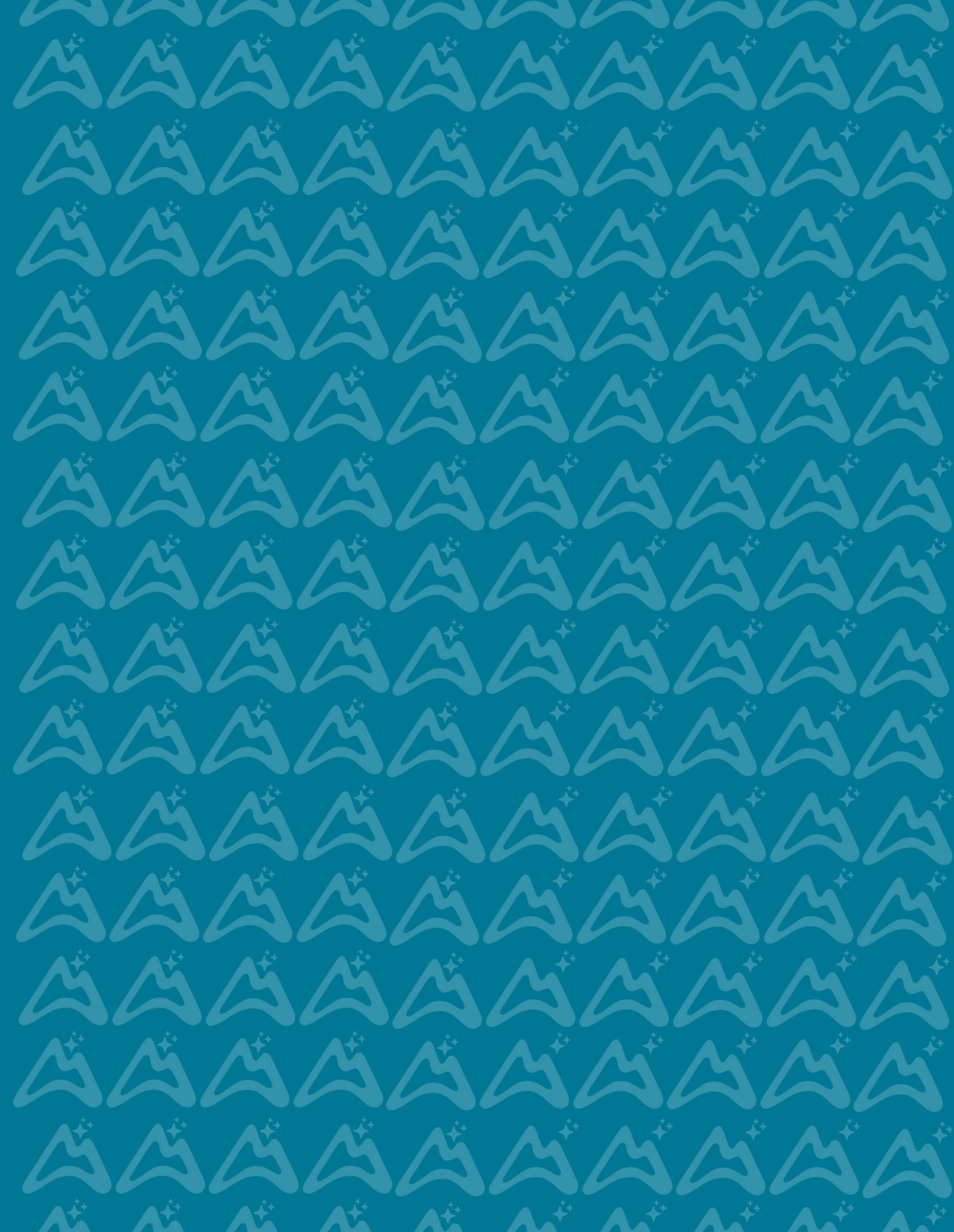
# Brand Pattern

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# 04 Brand Colours

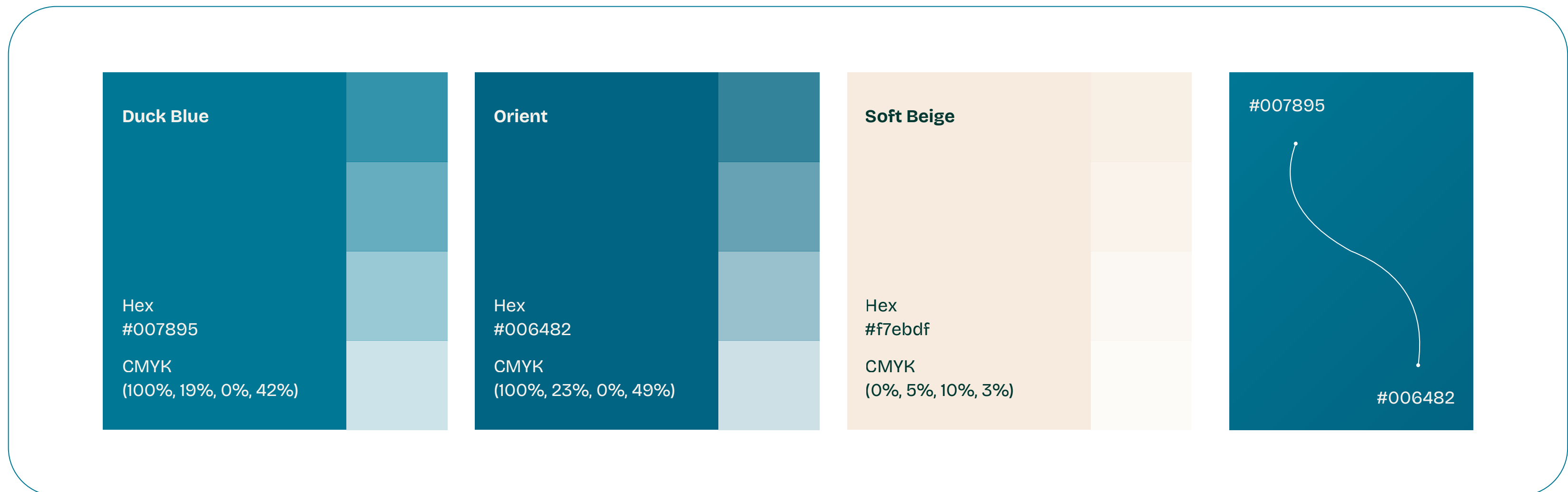
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# Primary Colours

The Triplide color palette is built to reflect clarity, trust, and modern technology. Duck Blue (#007895) serves as the core brand color, representing reliability and intelligent systems that power travel businesses. Orient Blue (#006482) adds depth and professionalism, reinforcing the platform's stability and performance. Soft Beige (#f7ebdf) balances the palette with warmth and simplicity, keeping the interface clean and approachable for everyday use.

A smooth gradient between #007895 and #006482 introduces motion and digital flow, symbolizing the continuous journey of leads, itineraries, and automation moving seamlessly through the Triplide CRM ecosystem.



# Secondary Colours

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The secondary color palette supports the Triplide brand by adding contrast and structure to the visual system. Ocean Blue (#005271) strengthens the brand's technological depth and works well for strong backgrounds, highlights, and interface elements. Dark Black (#000407) provides clarity and authority, ensuring strong readability and a premium digital feel across the platform.

Together, these supporting colors enhance the primary palette while maintaining a clean, modern identity. They help create balance in layouts, improve visual hierarchy, and ensure the Triplide interface remains consistent, sharp, and professional across all digital applications.



# 05 **Typography**

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# Primary Typeface

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Triplide uses Bricolage Grotesque as its primary typeface. It is a clean, modern sans-serif font designed for clarity and strong digital presence. The balanced letterforms and smooth curves give the brand a professional yet approachable feel, making it ideal for interfaces, dashboards, and marketing materials.

Its contemporary structure aligns perfectly with Triplide's vision of building a smart, AI-powered travel CRM. The typeface ensures readability, consistency, and a refined visual identity across all brand communications and digital experiences.

Aa

Bricolage Grotesque

abcdefghijklmnop

qrstuvwxyz12345

&%\$#@!~

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**Bold**

**abcdefghijklmnopqrstuvwxyz**

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## Secondary Typeface

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Triplide uses Poppins as its secondary typeface. It complements the primary font with its clean, modern, and versatile style. The balanced letterforms provide excellent readability while maintaining a contemporary digital aesthetic.

Poppins helps create a clear visual hierarchy across subheadings, supporting text, and interface elements, ensuring that Triplide's communication remains structured, professional, and easy to read across all platforms.

**Aa**

**Poppins**

abcdefghijklmnop  
nopqrstuvwxyz  
12345&%\$#@!~

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**Bold**

**abcdefghijklmnopqrstuvwxyz**

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**Regular**

abcdefghijklmnopqrstuvwxyz

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## Body Typeface

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Triplide uses Roboto as its body typeface, selected for its excellent readability across digital screens and user interfaces. Its clean geometric structure ensures that longer paragraphs, descriptions, and interface text remain clear and comfortable to read.

The balanced spacing and modern appearance make Roboto ideal for dashboards, CRM interfaces, and documentation. It helps maintain a consistent, professional, and user-friendly reading experience across all Triplide platforms and communications.

Aa

Roboto

abcdefghijklmnop  
opqrstuvwxyz12  
345&%\$#@!~

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**Bold**

**abcdefghijklmnopqrstuvwxyz**

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**Regular**

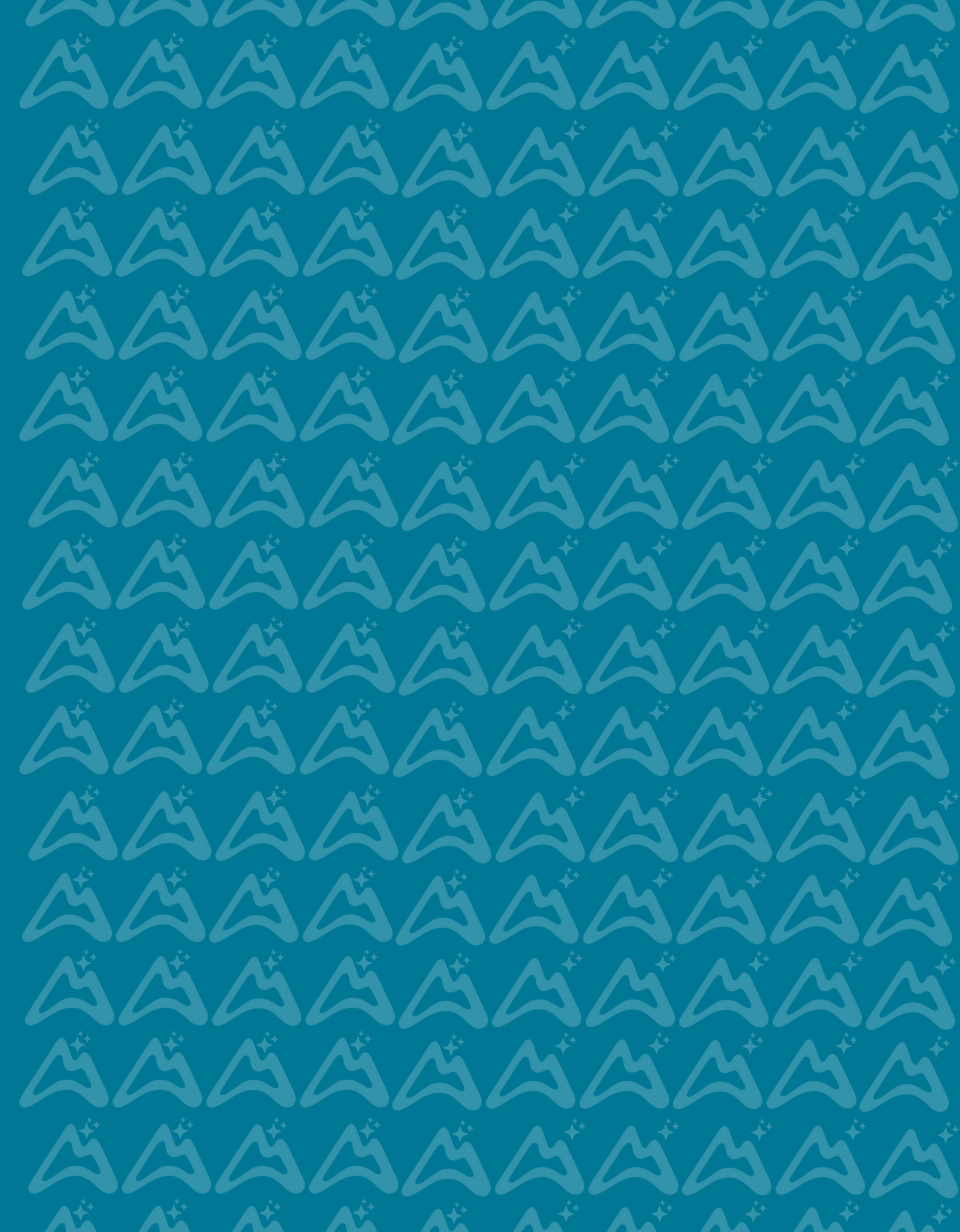
abcdefghijklmnopqrstuvwxyz

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*Italic*

*abcdefghijklmnopqrstuvwxyz*

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# 05 Stationary

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# Business Cards

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# Letterhead

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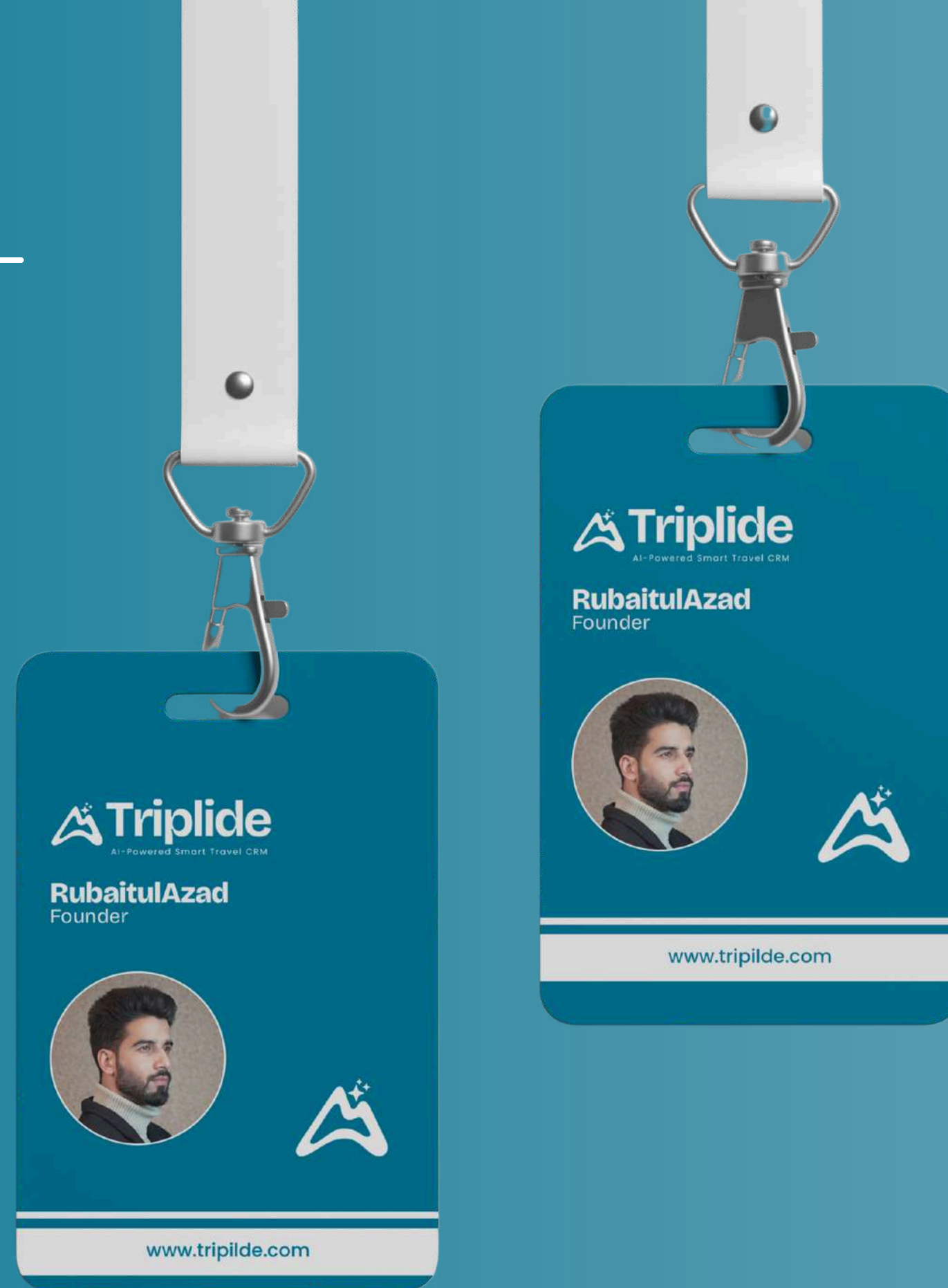
# Envelope

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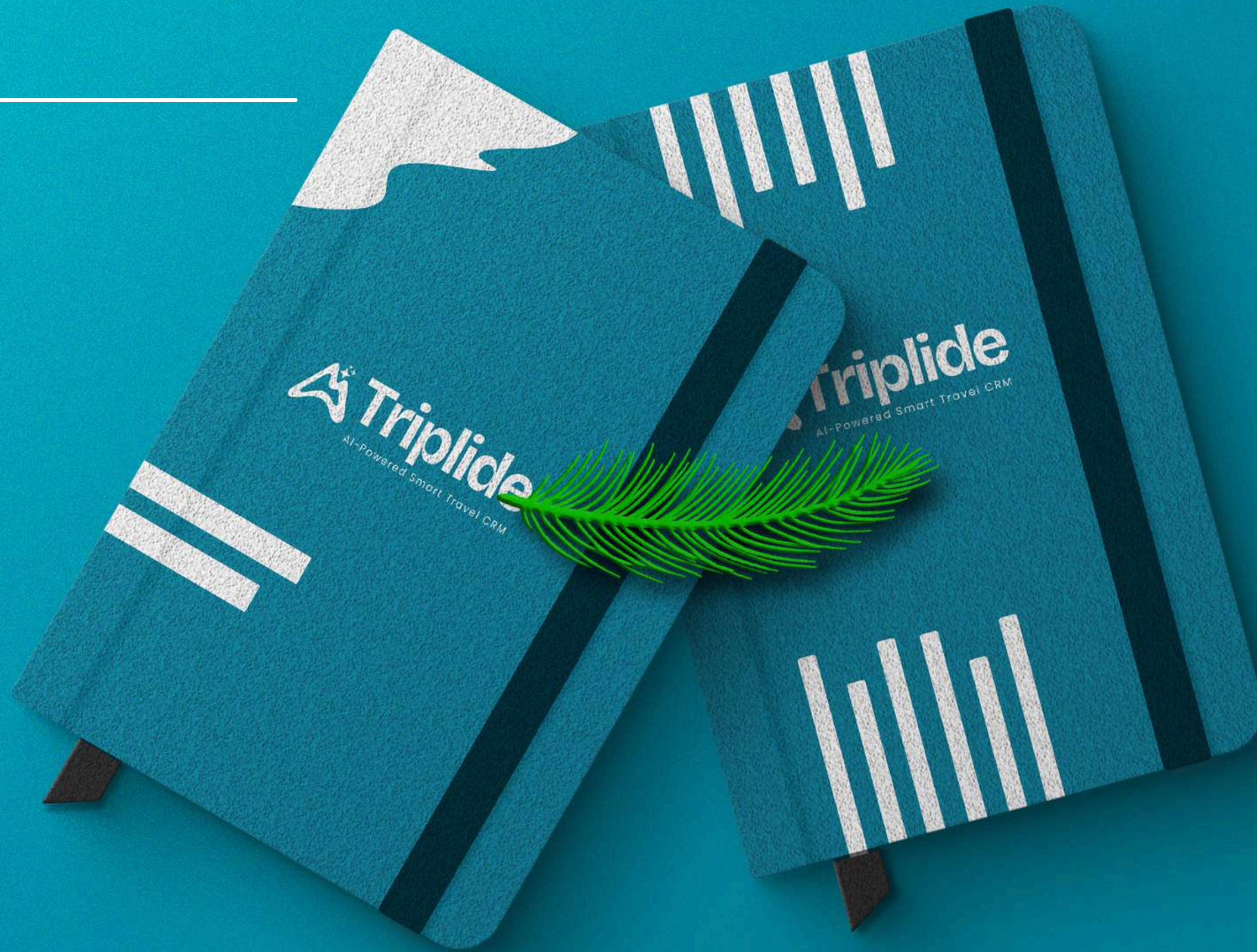
# ID-Card

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# Dairy

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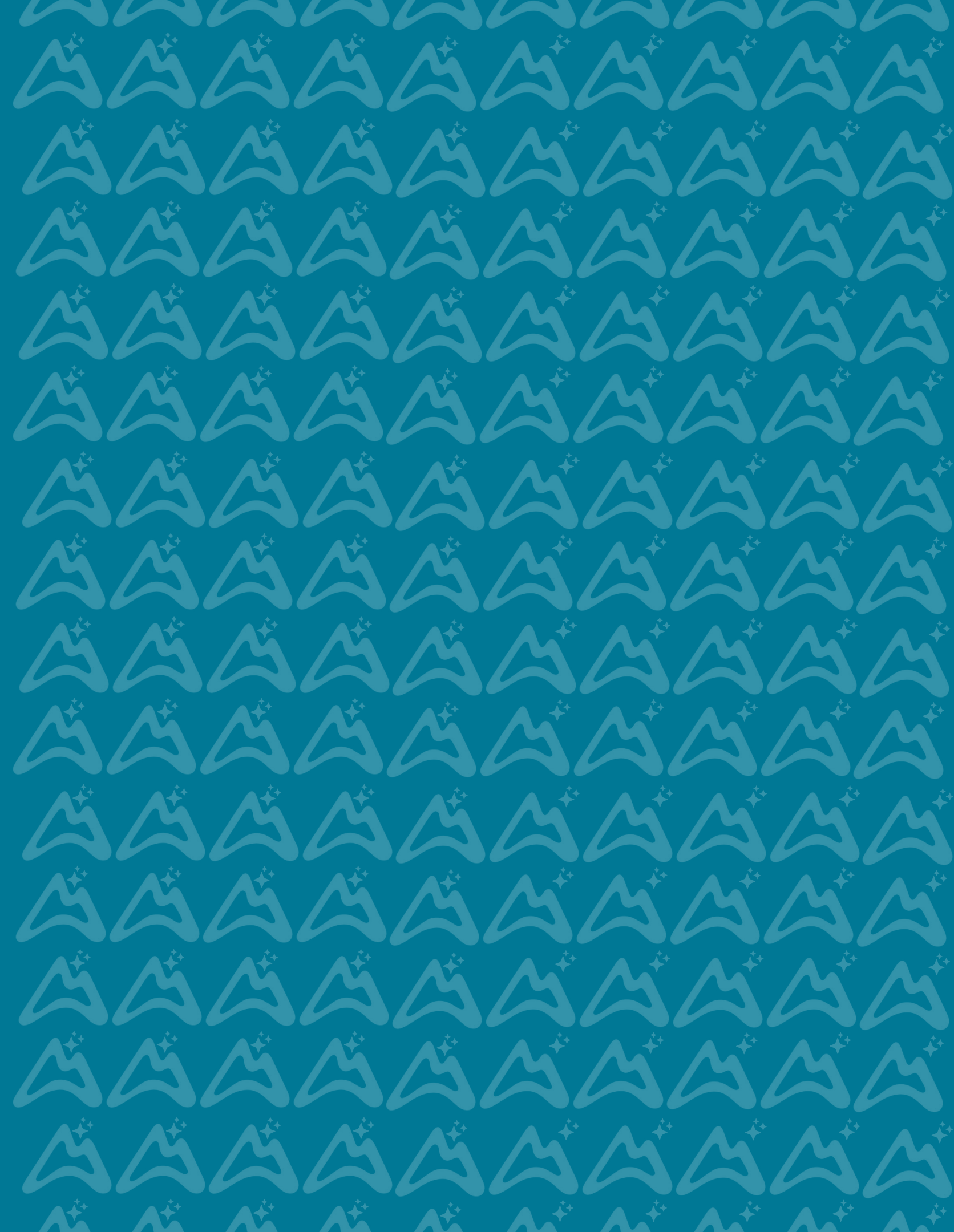
# Ballpoint Pen

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# 06 Social Media

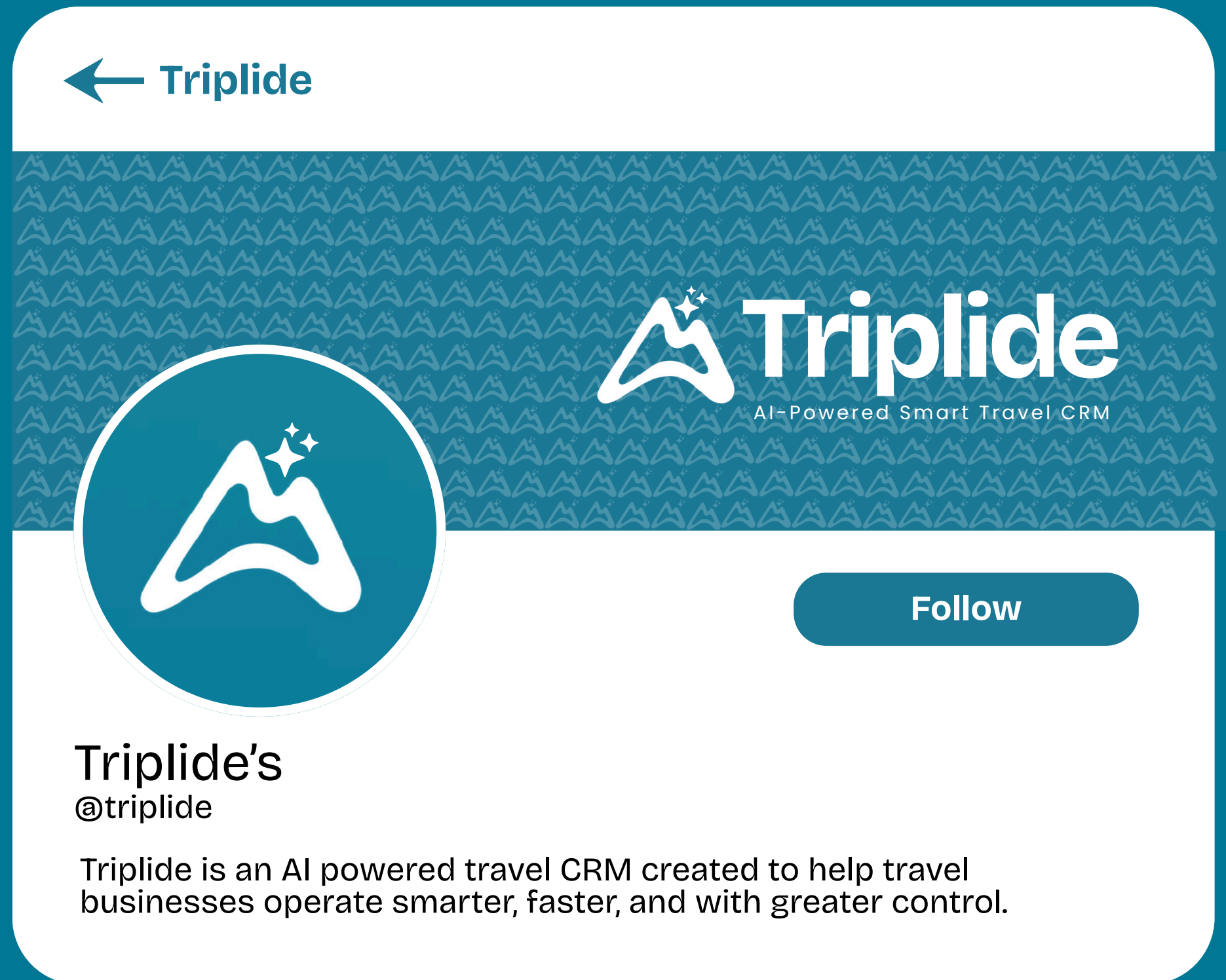
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# X Profile

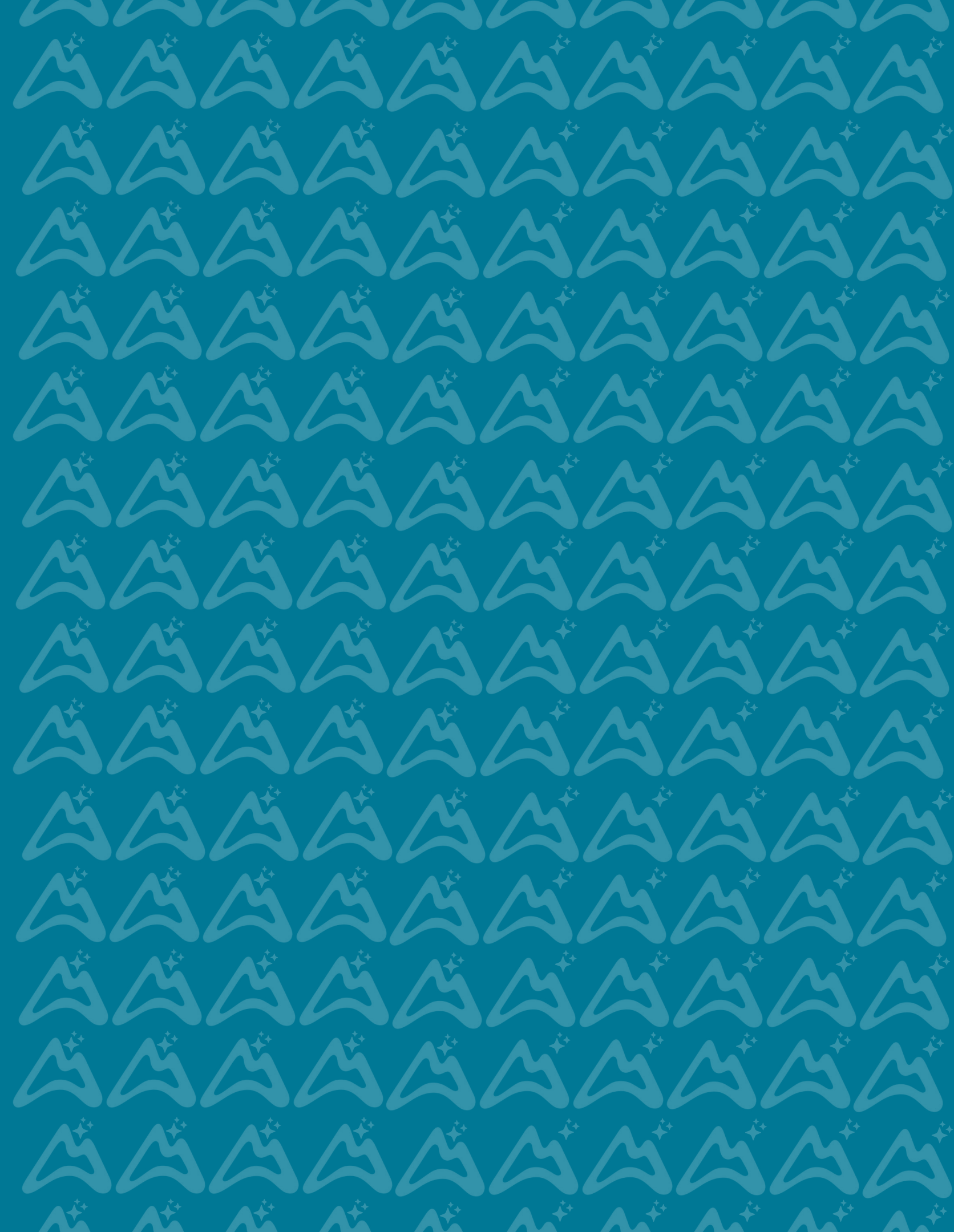
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Triplide's X profile is designed to maintain a clean, professional, and recognizable brand presence. The logo is displayed prominently against a branded background, reinforcing the platform's visual identity. Profile and banner visuals follow the Triplide color palette, ensuring a consistent and cohesive appearance across the platform.



# 07 Apparel & Merchandise

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# Polo Shirt

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# Caps

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# Apron

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# Tote Bag

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# Mugs

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# Billboard

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# Triplide

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