tripleads

BRAND GUIDELINES · EDITION 4 · 2026

Every inquiry, warmly answered.

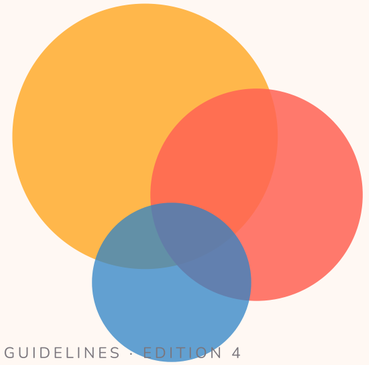


The identity, voice and visual standards for TripLeads, the inquiry concierge for wedding venues, boutique hotels and destination companies.

CONTENTS

Everything, drawn from the mark.

Edition 4 takes every decision from the logo: its five colours, its gradients, its rounded letters, its bubble, sun and wave. Calm enough for a coastal venue, and unmistakably ours.



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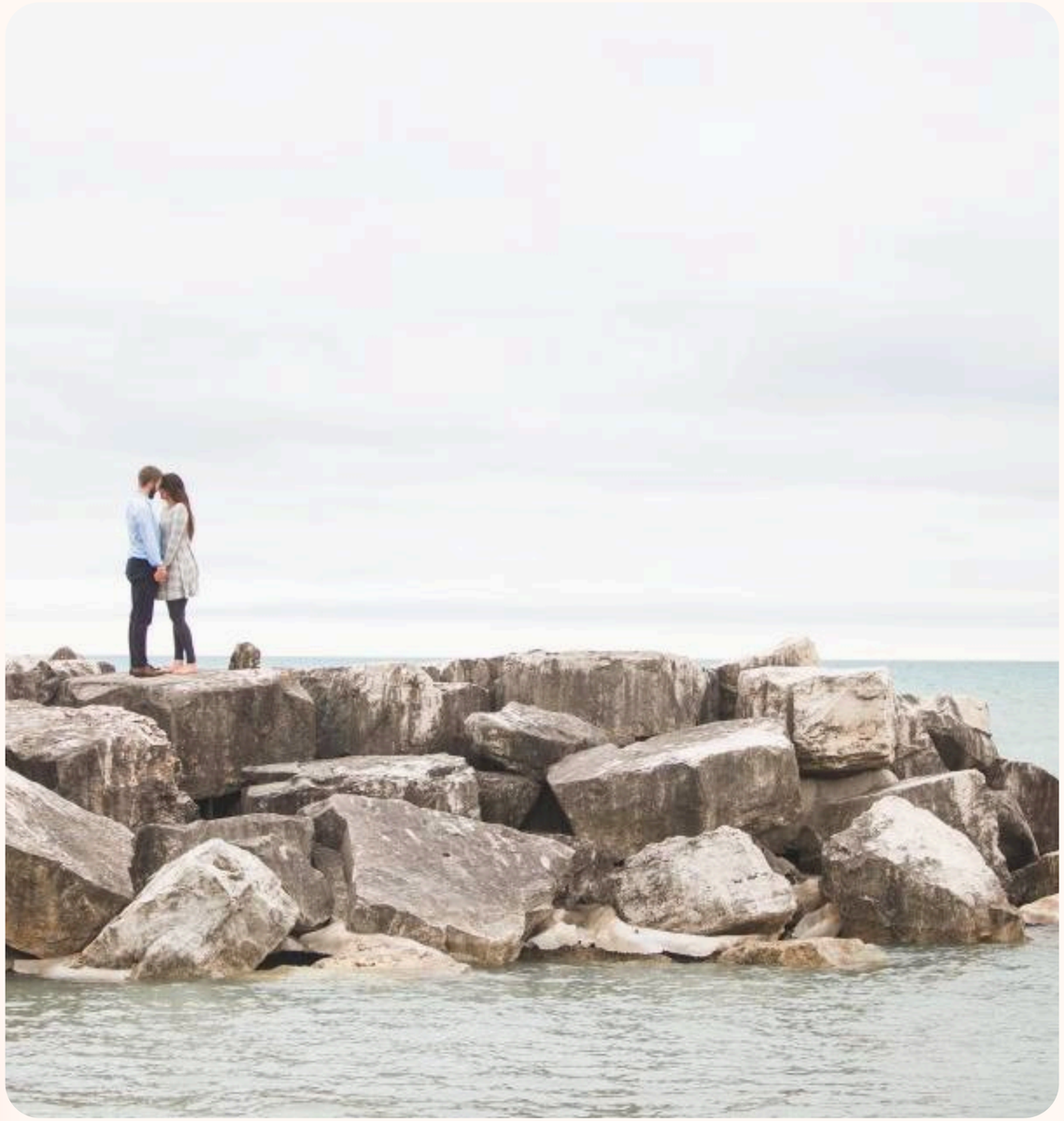
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CHAPTER I

The idea

Every celebration, stay or journey begins with a question. TripLeads makes sure it is answered beautifully, at any hour.



OUR PURPOSE

The first conversation sets the tone for everything that follows.

A couple writes to a farm in Kennebunk at eleven at night. A family asks an inn in Mystic about the harbour room. A planner needs sixty rooms near Acadia for October. Each of them is deciding, in that first reply, whether they are in good hands.

TripLeads is the concierge at your front door. It greets every guest warmly, asks the questions your best coordinator would ask, and delivers a complete, organised brief so your team can respond with confidence the next morning, or in minutes.

24/7

Every inquiry greeted, including evenings and weekends.

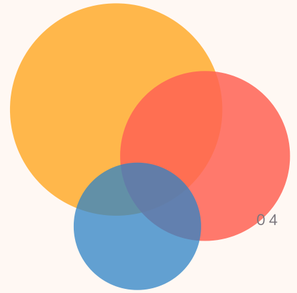
One

Complete brief: date, guests, budget, wishes.

Your

Voice, policies and pricing, always.





WHO WE SERVE

Three kinds of host, one standard of care.



01

Wedding venues

Barns, farms, coastal estates and inns across New England. We understand rain plans, guest counts and Saturday premiums.



02

Boutique hotels & inns

Independent hotels where every room has a name. We handle stays, buyouts and celebrations with the same discretion as your front desk.



03

Destination companies

DMCs and planners managing groups, retreats and itineraries. We capture the logistics so your team can focus on the experience.

PERSONALITY

If TripLeads were a person, it would be the concierge everyone remembers by name.



Gracious

We greet every guest as if they were the only one. Courteous, never stiff.

Assured

We know weddings, stays and itineraries. We speak plainly and with quiet confidence.

Warm

Hospitality is personal. We sound like a person who is glad you wrote.

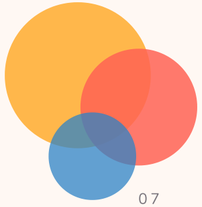
Discreet

We collect what matters and nothing more. Guests trust us with their plans.

POSITIONING

For hospitality businesses that live on inquiries, TripLeads is the always-on concierge that turns every first message into a complete, bookable brief, in your voice.

TAGLINE	Every inquiry, warmly answered.
SUPPORTING LINE	From first hello to booked.
PROMISE	No inquiry waits. Every one arrives organised and ready for a reply.
PROOF	Instant, courteous replies at any hour. Briefs with dates, guests, budget and wishes. Your policies, never invented ones.
FAMILY	Sister brand to LOVU. Same warmth and sun, applied to hospitality.





CHAPTER II

The mark

A speech bubble that holds a sunrise over water: the first hello, and the trip it becomes. Every colour, curve and gradient in this book comes from it.



ANATOMY

Three ideas, one shape.

1

The bubble

A conversation. The coral-to-hibiscus ring gives the system its signature gradient and its warmth.

2

The sun

Golden hour, centred in the circle. Three slices suggest a horizon and the rhythm of a reply.

3

The tide

The wave of a coast and the onward journey. Foam and tide blue keep the mark grounded.

Master file: 01_logo/master/tripleads-mark-master.svg · do not redraw.

LOCKUPS

Primary and secondary lockups.



Horizontal · primary. Use on web headers, email, documents.



Vertical · secondary. Use on cards, signage, square formats.

COLOURWAYS

On warm white, deep tide and colour.



Full colour on White



Full colour on Deep Tide



Ink on Blush · one-colour print



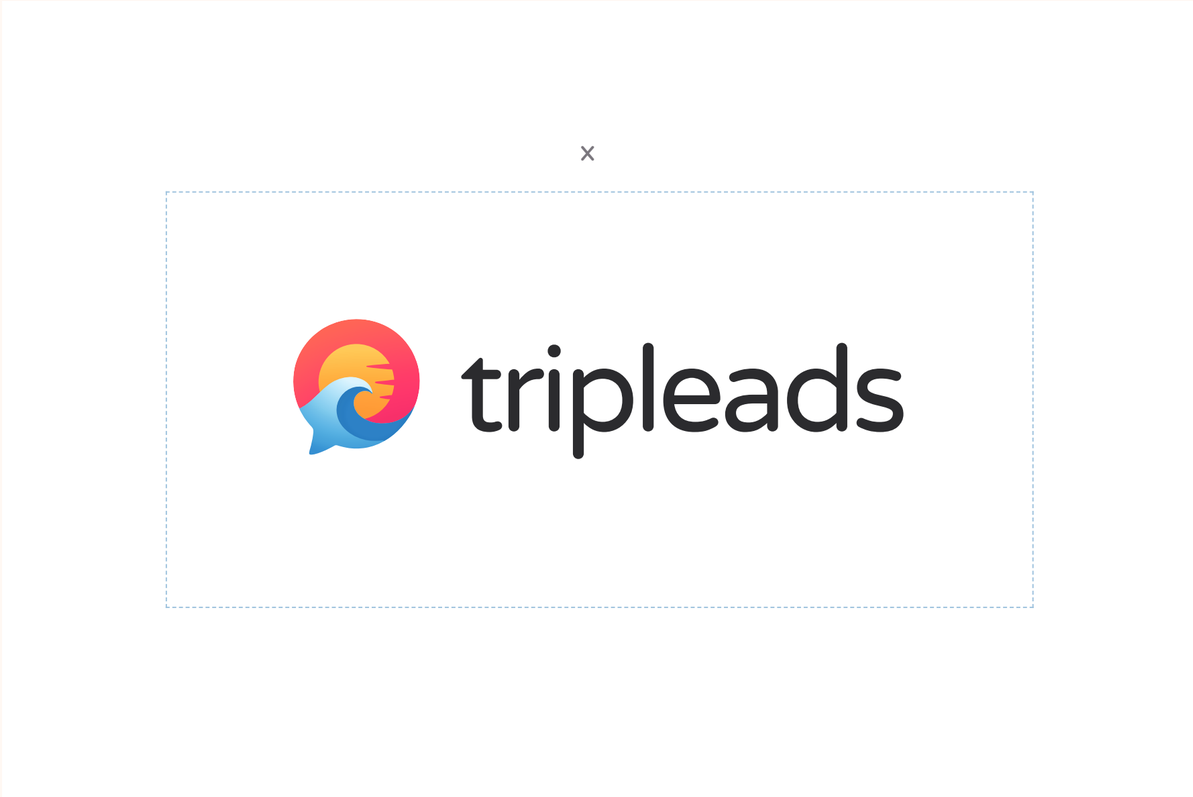
White on the ring gradient

CLEAR SPACE & SIZE

Give it room to breathe.

Keep clear space equal to the height of the sun (x) on every side. Generous space is part of the identity: when in doubt, double it.

ASSET	MINIMUM
Horizontal lockup	120 px · 30 mm
Vertical lockup	80 px · 22 mm
Mark alone	24 px · 7 mm
Favicon	16 px, simplified file



CARE

What we never do.



Do not recolour the gradient



Do not stretch or condense



Do not add effects or shadows



Do not place on busy photography



Do not set the name in another typeface



Do not use the full-colour mark on coral

CHAPTER III

Colour

Five colours, all from the mark: coral and hibiscus for warmth, golden hour for light, tide and foam for the coast.



CORE PALETTE

The five colours of the mark lead.

Sunset Coral

#FF6354
RGB 255 99 84
Ring top · primary energy

Hibiscus Pink

#F23D6C
RGB 242 61 108
Ring bottom · gradient end

Golden Hour

#FFB443
RGB 255 180 67
Sun · highlights, badges

Tide Blue

#2E83C6
RGB 46 131 198
Wave · trust, links, accent

Sea Foam

#B3E2F7
RGB 179 226 247
Wave crest · soft fills

Warm White
#FFF8F3

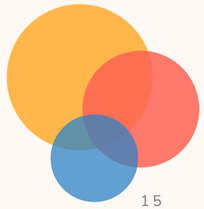
Blush
#FFEDE7

Foam Mist
#EAF6FC

Deep Tide
#123A5E

Ink
#2B2B2E

Ink Soft
#5C5960



GRADIENTS

Taken straight from the mark.

Gradients are a real part of the system, used for hero moments, buttons and soft overlapping shapes. Keep them on warm white with plenty of space, and never put long text on them.

Ring

The signature. Buttons, hero panels, the card edge.

Sunrise

Golden hour to hibiscus. Covers, celebrations.

Sea

Foam to tide. Calm, informational moments.

Dusk

Deep tide. Dark mode and evening.

BALANCE ON ANY PAGE



Warm White	**55%**
Brand colours & gradients	**25%**
Ink	**12%**
Deep Tide	**8%**

INTERFACE SCALES

Tints for product and web.

CORAL · PRIMARY ACTIONS AT 700

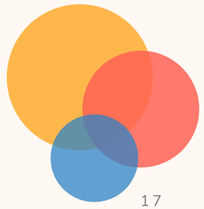
50	100	200	300	400	500	600	700	800	900
#FFF3F1	#FFE3E0	#FFC7C1	#FFA89F	#FF857A	#FF6354	#E5483B	#C2362E	#9A2A27	#6E1D1E

TIDE · LINKS AND INFORMATION AT 600

50	100	200	300	400	500	600	700	800	900
#EEF5FA	#D9E9F5	#B4D2EA	#8ABADF	#5C9ED3	#2E83C6	#256BA4	#1D5685	#164369	#103352

GRAY · TEXT AND BORDERS

50	100	200	300	400	500	600	700	800	900
#F9F7F6	#F1EEEC	#E3DFDC	#CBC6C3	#A19C9A	#77737A	#56535A	#403E44	#2B2B2E	#18181B

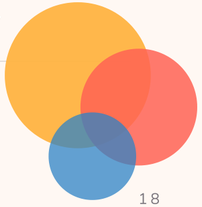


ACCESSIBILITY

Bright, and still easy to read.

Body text is Ink on warm white. Coral 500 and the gradients are for shapes, the mark and large display only. Buttons use Coral 700 or the ring gradient with white text at 15 px bold or larger; links use Tide 600.

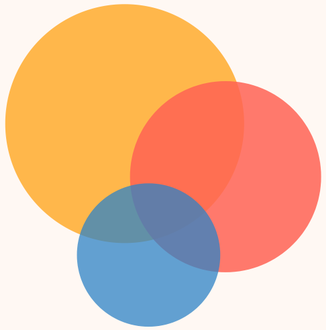
Aa	Ink on Warm White	13.43:1	AAA
Aa	Ink Soft on Warm White	6.54:1	AA
Aa	Ink on Blush	12.45:1	AAA
Aa	Ink on Foam Mist	12.83:1	AAA
Aa	Ink on Sea Foam	10.18:1	AAA
Aa	Ink on Golden Hour	7.97:1	AAA
Aa	Warm White on Deep Tide	11.14:1	AAA
Aa	Sea Foam on Deep Tide	8.45:1	AAA
Aa	White on Coral 700	5.44:1	AA
Aa	Coral 700 on Warm White	5.17:1	AA
Aa	White on Tide 600	5.56:1	AA
Aa	Tide 600 on Warm White	5.29:1	AA
Aa	White on Coral 500 (large only)	2.93:1	Graphics only
Aa	Coral 500 on Warm White (graphics)	2.79:1	Graphics only



CHAPTER IV

Typography

Rounded letters, like the wordmark. Varela Round speaks for the brand; Nunito carries the details.



TYPEFACES

Aa Gg

Varela Round

Display, headlines and the wordmark family. A single weight, set in sentence case with tracking at −2%. Keep headlines short and give them room. Free, Open Font License.

A September ceremony on the lawn, with the barn ready for rain.

Aa

Nunito

Body, interface and captions. Its rounded terminals match Varela. Use 400 for text, 600 for labels and 700 for buttons and eyebrows. Free, OFL.

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The wordmark is outlined Varela Round, so headlines and logo come from one family.

TYPE SCALE

Display
Varela Round · 88/92

Welcome to Saltmarsh Farm

H1
Varela Round · 52/58

Your September date is available.

H2
Varela Round · 30/36

A new inquiry from Emma and Jordan

Eyebrow
Nunito 700 · 13 / +0.14em

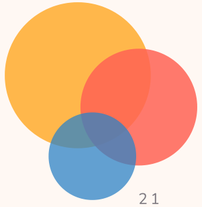
NEW INQUIRY · WEDDING

Body
Nunito 400 · 18.5/30

They are hoping for a lawn ceremony with the barn as a rain plan, and about 140 guests.

Caption
Nunito 400 · 14/22

Received 11:42 pm · replied instantly · brief ready



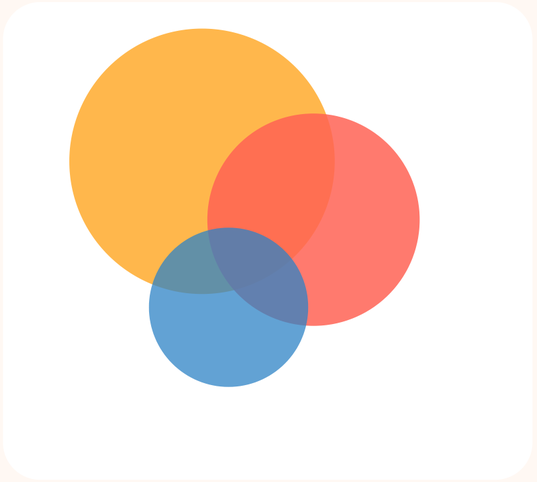
CHAPTER V · GRAPHIC LANGUAGE

Four shapes, all from the mark.



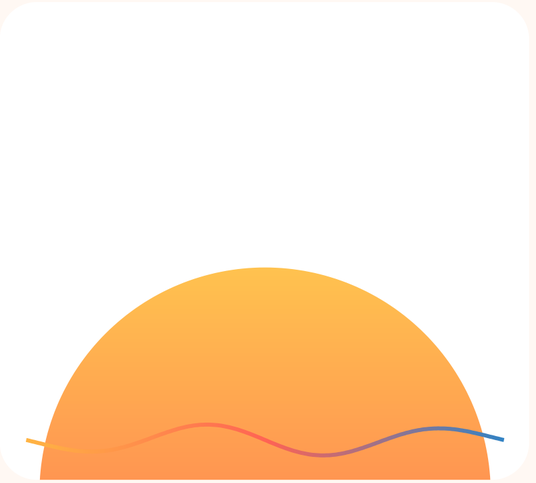
Soft light

Blurred, overlapping circles in golden hour, coral, hibiscus and foam. They are the LOVU family glow. Use one cluster per page, at a corner.



Overlapping circles

Crisp circles that overlap like the sun over the ring. Use them as markers, section accents and favicons of a page.



Sun & wave

The sliced sun rises from an edge; the wave is a single rounded line in gradient.



The bubble frame

The bubble outline frames portraits and moments. Every other corner in the system is rounded: 10, 18 or 28 px.

CHAPTER VI

Photography

Golden hour and blue water. Real places, warm light, and people seen from a respectful distance.













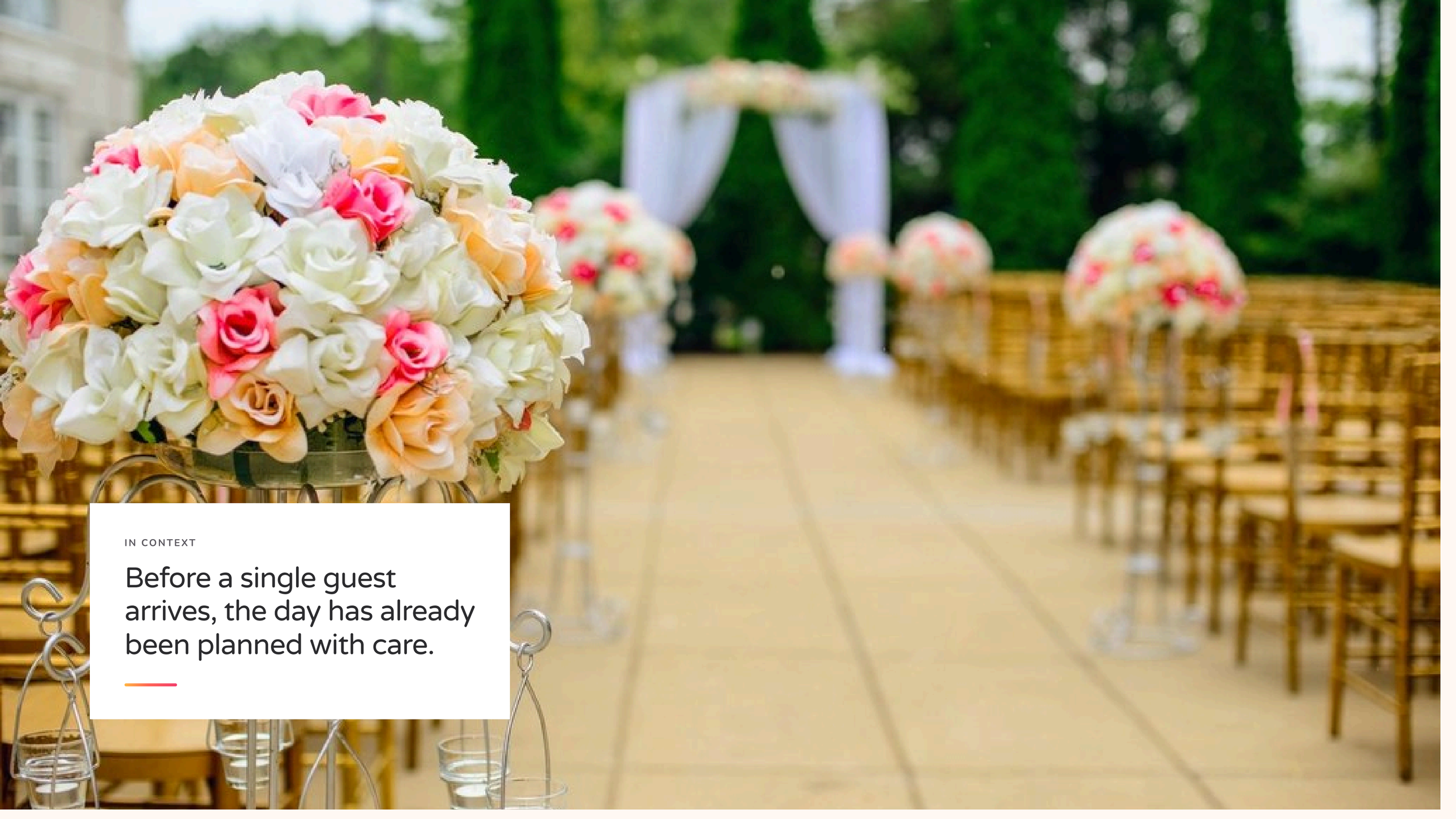
Tablescapes, candlelight, linen, coastal light. Couples from a distance. Inns and lighthouses of New England.

DIRECTION

Warm, sunny and unhurried.

Seek	Golden hour, sunny coast, clear blue water. Natural texture: linen, wood, stone, grass. Wide frames with space for type. Couples small in the landscape. Rooms and tables before people.
Avoid	Flash, grey or muted filters, neon colour. Posed stock smiles to camera. Crowded dance floors. Confetti, props and novelty. Anything that looks like an advertisement.
Treatment	Warm the highlights towards golden hour, keep shadows clear and slightly blue like the tide, add about 10% richness. Never muddy or desaturate; never put the gradient over a face.





IN CONTEXT

Before a single guest arrives, the day has already been planned with care.

CHAPTER VII · VOICE

“Good evening, and congratulations. May I ask a few questions so the team can prepare something lovely for you?”

We write like the friendliest concierge you have met: warm, bright, precise, never in a hurry and never pushy. We speak for our hosts, so we sound like them on their finest day.

PRINCIPLES

How we sound.

Greet before you ask

Open with welcome or congratulations, then one question at a time.

Be specific

Dates, names and numbers, written out plainly. No hype words.

Speak for the host

“We”, the venue. Never claim prices or availability we have not been given.

Close the loop

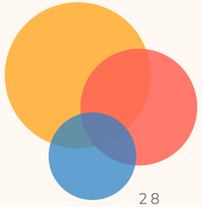
Always say what happens next, and when.

No emoji, no exclamation runs

One exclamation mark per conversation, at most.

WE WRITE THIS, NOT THAT

~~Hey there! Ready to book your dream wedding?!~~	Good evening, and welcome. Are you planning a wedding with us? I would be glad to help.
~~Lead captured! Hot lead alert!~~	A new inquiry has arrived: Emma and Jordan, 12 September 2027, about 140 guests.
~~Oops! Something broke~~	We could not send that just now. Your details are saved; please try again in a moment.
~~Our AI will handle everything!~~	Every inquiry is answered at once, and your team receives a complete brief.



IN PRACTICE

One voice, three kinds of host.

WEDDING VENUE

Saltmarsh Farm · Kennebunk, Maine

“Congratulations to you both. September is beautiful here. Would you like the ceremony on the lawn overlooking the marsh, with the barn prepared in case of rain? May I ask roughly how many guests you are expecting?”

BOUTIQUE HOTEL

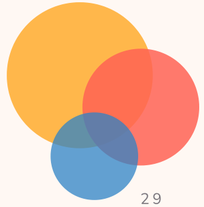
The Wren House · Mystic, Connecticut

“Thank you for thinking of us for your anniversary. Our Harbour Room has a window seat facing the water and is open for those three nights. Shall I ask the team to hold it while you decide?”

DESTINATION COMPANY

Coastline Collective · Bar Harbor, Maine

“A retreat for sixty in October is very achievable around Acadia. To shape a proposal, could you share your preferred dates, the balance of meetings and leisure, and any travel needs for the group?”



MICROCOPY

WIDGET GREETING	Good evening. How may we help with your plans?
OPENING PROMPT	Are you planning a wedding, a stay, or a group trip?
DATE QUESTION	Do you have a date in mind, or a season you are drawn to?
BUDGET QUESTION	Is there a budget you would like us to plan around? A range is perfect.
HAND-OFF	Thank you. The team will reply personally by tomorrow morning.
EMAIL SUBJECT	New inquiry · Emma & Jordan · 12 Sep 2027 · 140 guests
EMPTY STATE	No new inquiries yet. We will let you know the moment one arrives.
BUTTON	Reply to Emma · View the brief · Hold the date

TAGLINES

Every inquiry, warmly answered.

Primary

From first hello to booked.

Supporting · keep from LOVU family

The concierge at your front door, at every hour.

Your best coordinator, never off duty.

Every guest welcomed. Every detail kept.

CHAPTER VIII

In the world

How TripLeads appears to hosts and their guests: in the inbox, on the venue website, in the hand.



INQUIRY EMAIL

The brief, delivered like a warm note.

Sent to the venue the moment a guest finishes. Subject line carries the essentials; the body reads in under a minute; one clear action.

TripLeads for Saltmarsh Farm <inquiries@tripleads.ai>
To: Claire Whitcomb · Today, 11:42 pm

New inquiry · Emma & Jordan · 12 Sep 2027 · 140 guests

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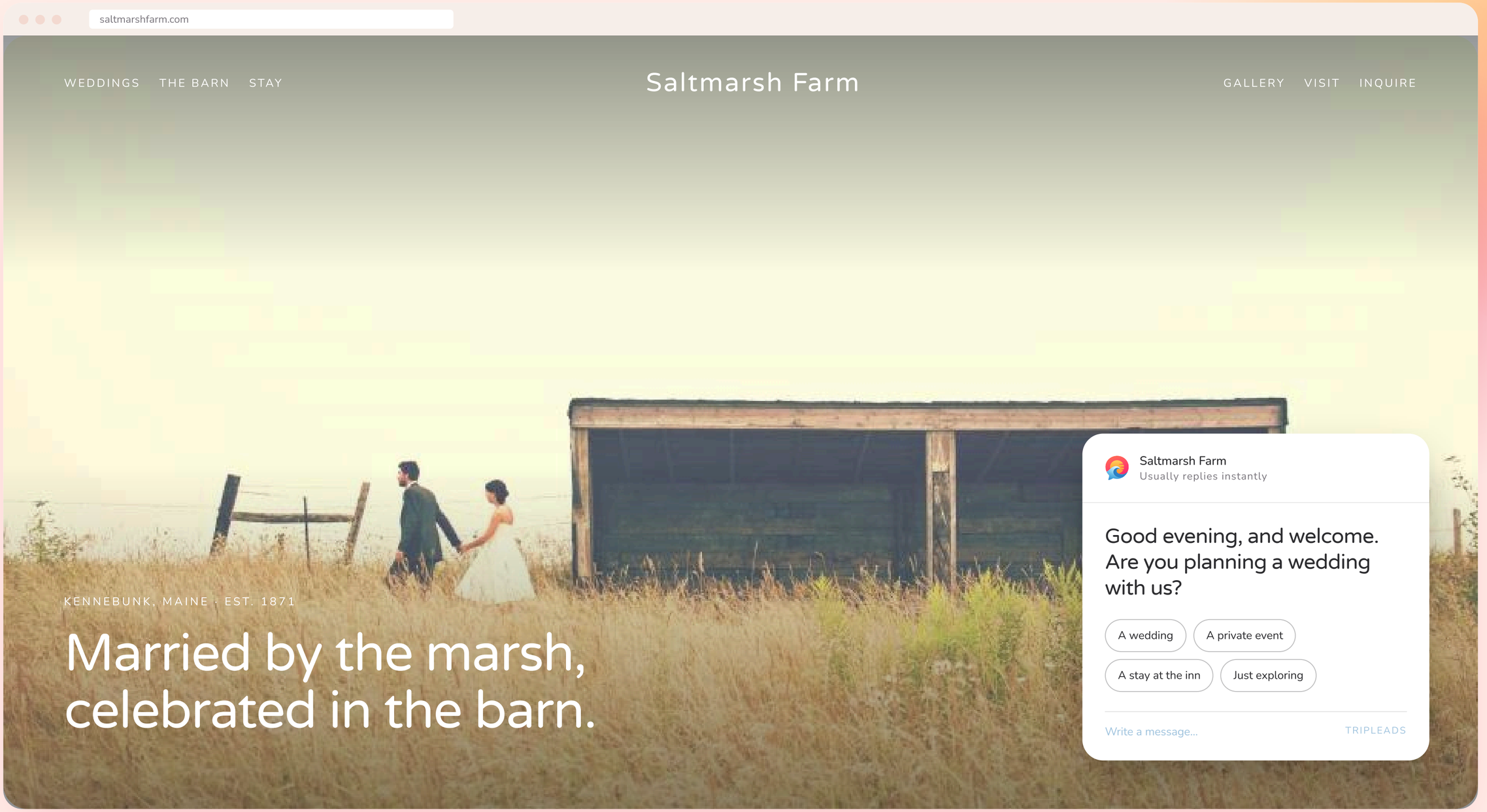
NEW WEDDING INQUIRY

Emma and Jordan would love a September wedding at the farm.

DATE	Saturday 12 September 2027 · flexible to 19th
GUESTS	About 140, with 20 children
CEREMONY	Lawn by the marsh; barn as rain plan
BUDGET	$38,000 – $45,000 for venue and catering
ALSO ASKED	Friday rehearsal dinner; rooms nearby for family
CONTACT	Emma Hale · emma.hale@example.com · prefers email

“We visited Kennebunk last summer and fell in love with the light on the marsh.”

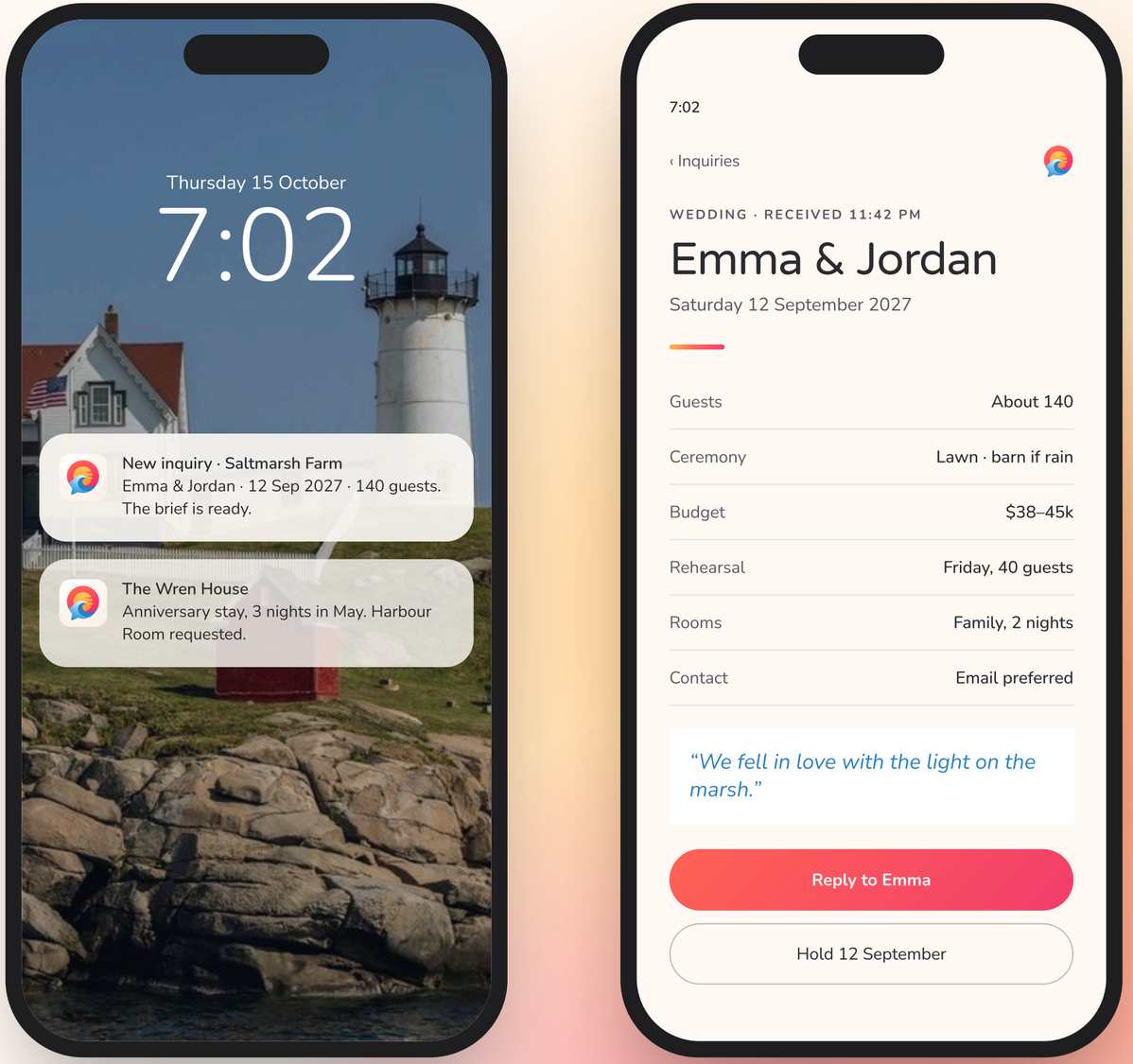
Reply to Emma View full brief


saltmarshfarm.com
WEDDINGS THE BARN STAY
Saltmarsh Farm
GALLERY VISIT INQUIRE
KENNEBUNK, MAINE · EST. 1871
Married by the marsh, celebrated in the barn.
Saltmarsh Farm
Usually replies instantly
Good evening, and welcome. Are you planning a wedding with us?
A wedding
A private event
A stay at the inn
Just exploring
Write a message...
TRIPLEADS

LEAD BRIEF

Read over morning coffee. Answered before nine.

Every inquiry becomes a single, calm screen: who, when, how many, what they hope for, and the one action that matters next.





STATIONERY

Rounded-corner cards on bright white stock, with a painted ring-gradient edge.

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- Inquiries
- Calendar
- Briefs
- Venue voice
- Settings

THURSDAY 15 OCTOBER

Good morning, Claire.

Four new inquiries arrived overnight. Each was greeted within seconds.

New this week	Average first reply	Tours requested	Dates held
12	6 sec	5	3

GUEST	TYPE	DATE	GUESTS	BUDGET	STATUS
Emma & Jordan	Wedding	12 Sep 2027	140	$38–45k	• New
The Ortiz family	Rehearsal dinner	4 Jun 2027	45	$9k	• New
Priya & Sam	Wedding	Autumn 2027	90	$30k	Tour booked
Harbor Partners	Corporate retreat	Oct 2027	60	$70k	Proposal sent

CHAPTER IX · TOOLKIT

Everything in the kit.

01_LOGO	Mark, horizontal, vertical, wordmark · SVG, PDF, PNG · four colourways
02_APP-ICONS-FAVICONS	iOS, Android, favicon set
03_COLOR	tokens.json · tripleads-tokens.css · tailwind.config.snippet.js · swatches
04_TYPOGRAPHY	Varela Round, Nunito (OFL) · type-scale.md
05_VOICE	brand-voice.md · microcopy and audience examples
06_MOCKUPS	Email, website, phone, card, dashboard, social
08_PHOTOGRAPHY	Golden-hour graded CC0 / public-domain images and credits

Questions about the brand: brand@tripleads.ai

PHOTOGRAPHY CREDITS

Couple field
Scott Webb · StockSnap 4DN49MX83N · CC0

Bride meadow
Scott Webb · StockSnap MIXX8KP98P · CC0

Couple grass
Scott Webb · StockSnap D0I7PPUU01 · CC0

Dress detail
Tom Pumford · StockSnap DTKNL1GBYT · CC0

Hands bouquet
Drew Coffman · StockSnap 2BJEGE3LJ4 · CC0

Hands bw
Tom Pumford · StockSnap ZCTAYYQSLM · CC0

Aisle flowers
Rawpixel (public domain collection) · Rawpixel via Openverse · CC0

Red barn
Carol M. Highsmith · Library of Congress / Rawpixel · Public domain

Tablescape
Rawpixel (public domain collection) · Rawpixel via Openverse · CC0

Tent
Rawpixel (public domain collection) · Rawpixel via Openverse · CC0

Barn tables
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Candle
Christian Mackie · StockSnap OEYUISMDPN · CC0

Portland head
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Cape neddick
Carol M. Highsmith · Library of Congress / Rawpixel · Public domain

Couple rocks
Teddy Kelley · StockSnap UJ22HZMTQN · CC0

Coast cliffs
Scott Webb · StockSnap DQLDGAEYML · CC0

Inn window
Matt Bango · StockSnap QSX4WH8BDB · CC0

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From first hello to booked.

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