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# Introduction My Guide

Our My Guide network helps millions of locals and travelers create unrivaled memories, guiding us based on local recommendations, allowing them to book the best experiences; Restaurants, Accommodations, Flights, Car Rentals, and more in one place. Our content is unique and originally developed by our Local Experts in each destination, providing travel experiences enriching, enjoyable, and simply better.

- ♥ The Only Global Reservation Platform Managed by Local Experts.
- ♥ More than 130 destination websites around the world.
- ♥ A network of online travel guides since 2016.
- ♥ More than 120 million visitors a year.
- ♥ Marketplace and digital marketing platform for local businesses.
- ♥ Content created and approved by local experts.

## Logo

We love our Logo, so we want you to use it with the utmost precision, respecting all our general rules.  
Just use the logos and their variables presented below.



# My Guide

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## TRAVEL

# My Guide

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## TRAVEL

# MyGGuide

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## TRAVEL

# MyGuide

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## TRAVEL

# My Guide

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## TRAVEL

# MyGGuide

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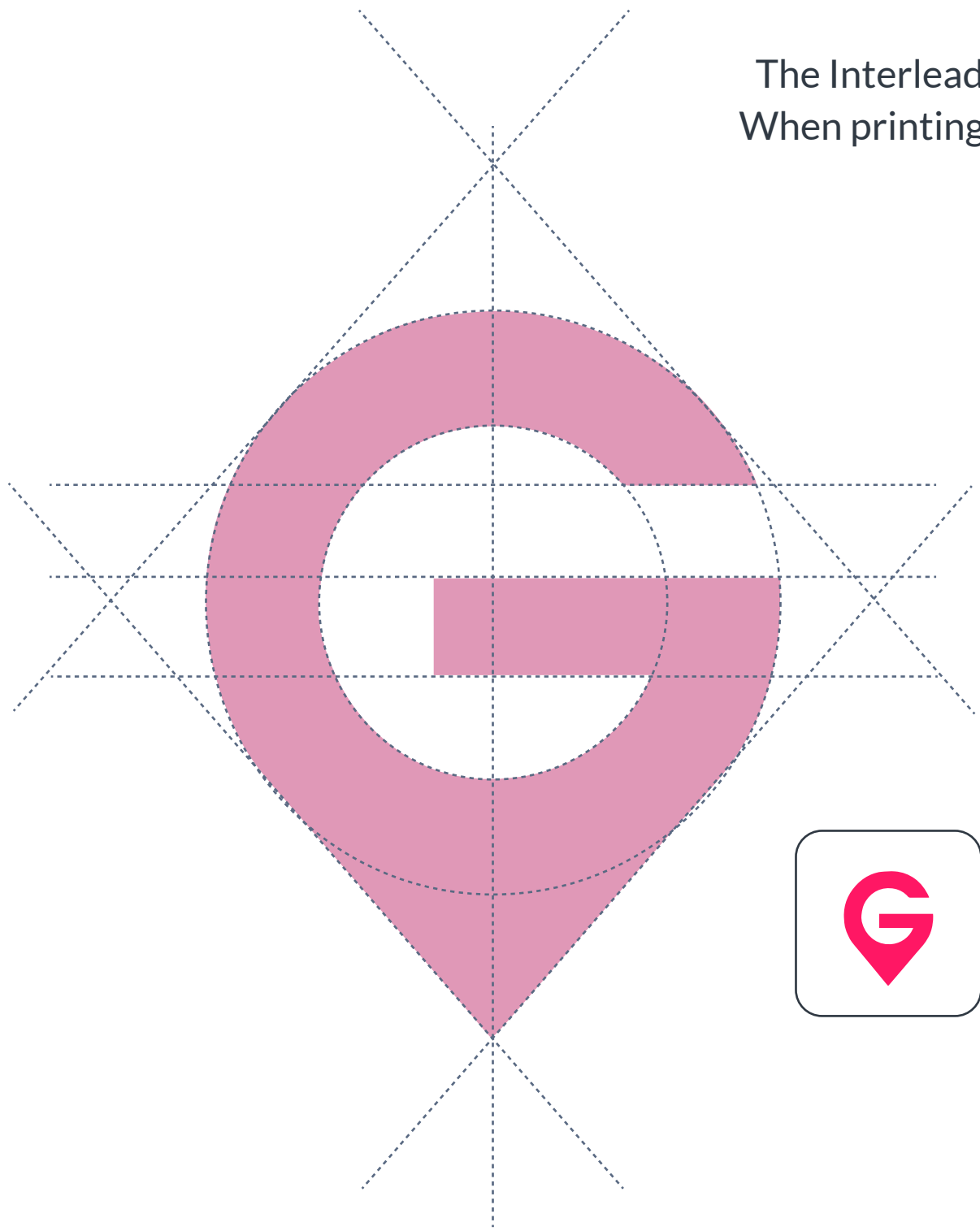
## TRAVEL

Watermark

MyGuide  
TRAVEL

# Constructive Grid

The constructive grid of the logo establishes its composition from geometries. The Interleading or space that exists between the Typography and the Icon must respect this scale measurement. When printing graphically, the security area in the composition of the logo must be respected as shown in image 3.



16,5 px  
15,5 px  
Safety Area





# Minimum Size Logo

This is the minimum scale that should be used in the logo.



100px



35mm

# Not Allowed

## Modifications that should not be made to the logo:

- ♥ The logo can't be stretched or shortened and please not disproportionate in height and width.
- ♥ Can't modifies individually its isotype (g location).
- ♥ You cannot change the Interleading of the name.
- ♥ The Elements or texts shouldn't be removed from the logo.
- ♥ It cannot be changed to stroke.
- ♥ It should not be applied in opacity.
- ♥ Don't apply textures.
- ♥ Don't change it to gradient colors.
- ♥ Don't pixelate.
- ♥ Don't add a bottom container.
- ♥ Don't modify the colors that are not ruled.
- ♥ Don't apply effects.



My **G**uide  
TRAVEL



My **G**uide  
TRAVEL



My **G**uide  
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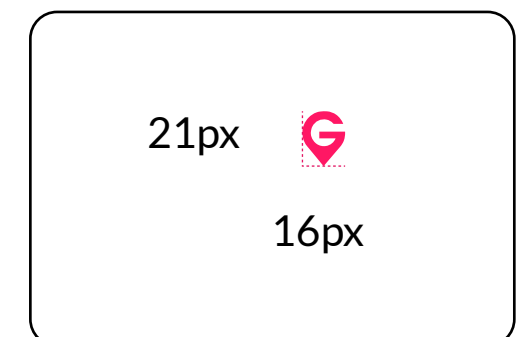
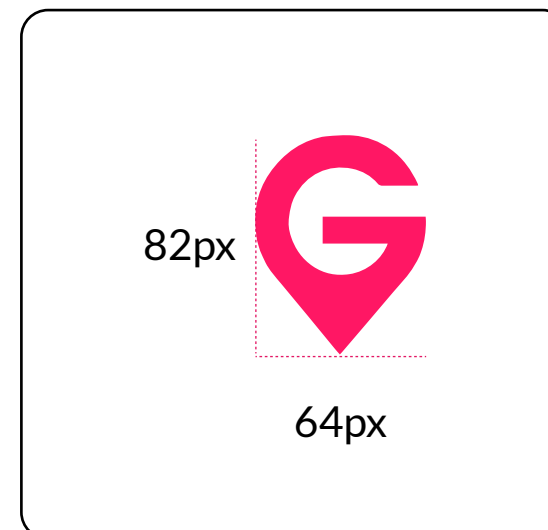
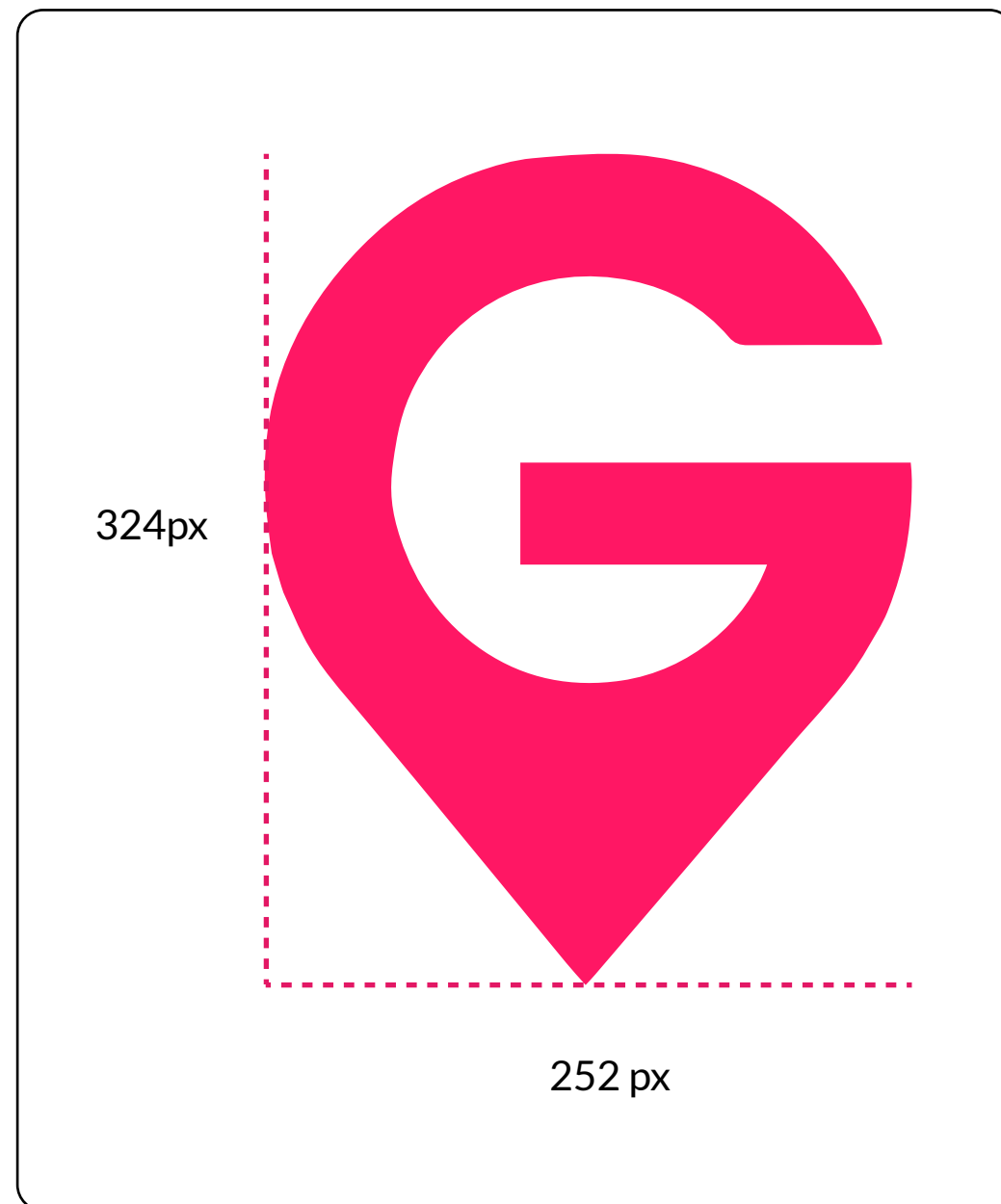


My **G**uide  
TRAVEL



# Minimum & Maximum Isotype Size

The minimum scale that must be applied to the Isotype is 16px wide by 21px high.  
Its maximum is 324px tall by 252px.



## Stamp “Approved by a Local Expert”

This Stamp must be applied to photographs that highlight a destination or business associated with our community.  
All tips and rules for apply this stamp you can find on page 24.



Brand Heading Color

Brand Text Color

Brand Link Color

Brand Background Color

HEX 5E6980  
RGB 94, 105, 128  
HSB 221, 27, 50  
CMYK 26, 17, 0, 49

HEX FFFFFFFF  
RGB 255,255,2553  
HSB 0  
CMYK 0

HEX 70BDFB  
RGB 112, 189, 251  
HSB 207, 55, 98  
CMYK 55, 24, 0, 1

HEX 2196F3  
RGB 33, 150, 243  
HSB 207, 86, 95  
CMYK 86, 38, 0, 4

HEX E91D62  
RGB 233, 29, 98  
HSB 340, 88, 91  
CMYK 0, 87, 57, 8

HEX 363C48  
RGB 54, 60, 72  
HSB 220, 25, 28  
CMYK 24, 16, 0, 71

# Brand Colors

The color palette of our brand is made up of our 3 main ones:

Brand Heading Color: Magenta  
Text Color: Dark Gray.  
Background color: White.  
Color for Links: Blue.

The Magenta My Guide Isotype is the core of our brand identity and should appear whenever possible so that our brand is immediately identified.


HEX E0C7D7  
RGB 224, 199, 215  
HSB 322, 11, 88  
CMYK 0, 11, 4, 12

# Scale of Colors



# Gradients

F48DAF to E91D62 

6E7F9F to 363C48 

363C48 to E91D62 

# Lato

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Lato is the primary font family designed in the Summer of 2010 by Warsaw based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish).

It should be used whenever possible to communicate key brand messages in headlines and display copy.

Myguide

Light

Myguide

Normal

Myguide

Extrabold

It’s available in multiple weights, but please narrow your use to non italics, 14px, 300 (light), 400 (normal), 900 (bold) in most instances.

Never Eat Cake, Eat Salmon Sandwiches And Remain Young - **Light** (300)

Never Eat Cake, Eat Salmon Sandwiches And Remain Young - **Normal** (400)

Never Eat Cake, Eat Salmon Sandwiches And Remain Young - **Bold** (900)



# Social Media





# Montserrat

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Montserrat is a fountain that has been designed by Julieta Ulanovsky who was inspired by the old posters and advertisements of the traditional neighborhood of Montserrat, located in Buenos Aires.

Myguide

Light

Myguide

Normal

Myguide

Extrabold

It's available in multiple weights, but please narrow your use to non italics, 14px, 300 (light), 400 (normal), 900 (Extrabold) in most instances.

Never Eat Cake, Eat Salmon Sandwiches And Remain Young - Light (300)

Never Eat Cake, Eat Salmon Sandwiches And Remain Young - Normal (400)

**Never Eat Cake, Eat Salmon Sandwiches And Remain Young** - Extrabold (900)

# Social Media Instagram/Facebook

The following rules correspond to the guidelines that must be applied in Graphics Design and posts on Social Networks.

1080 x 1920px



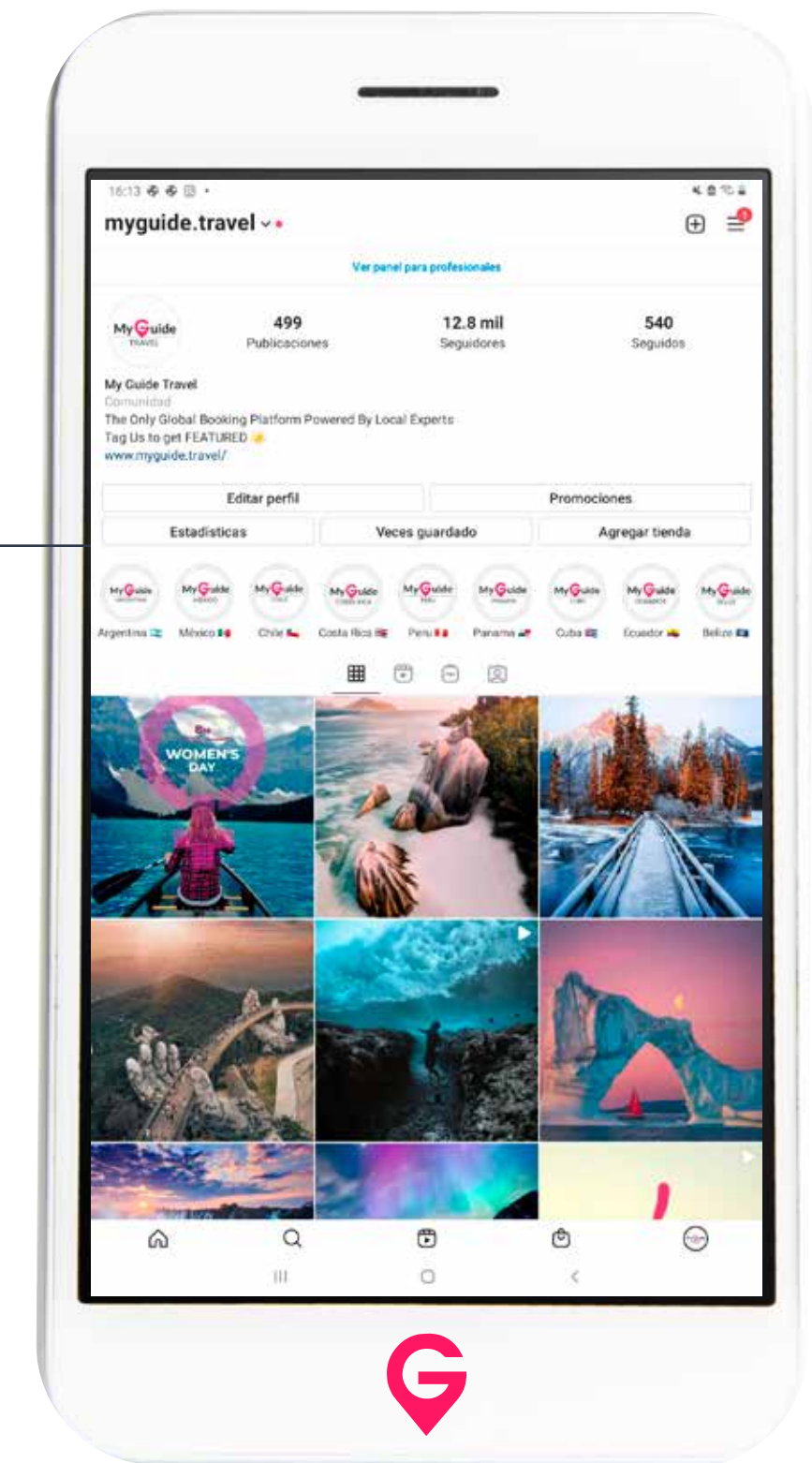
1080 x 1350px



1080 x 1080px



1355 x 566px

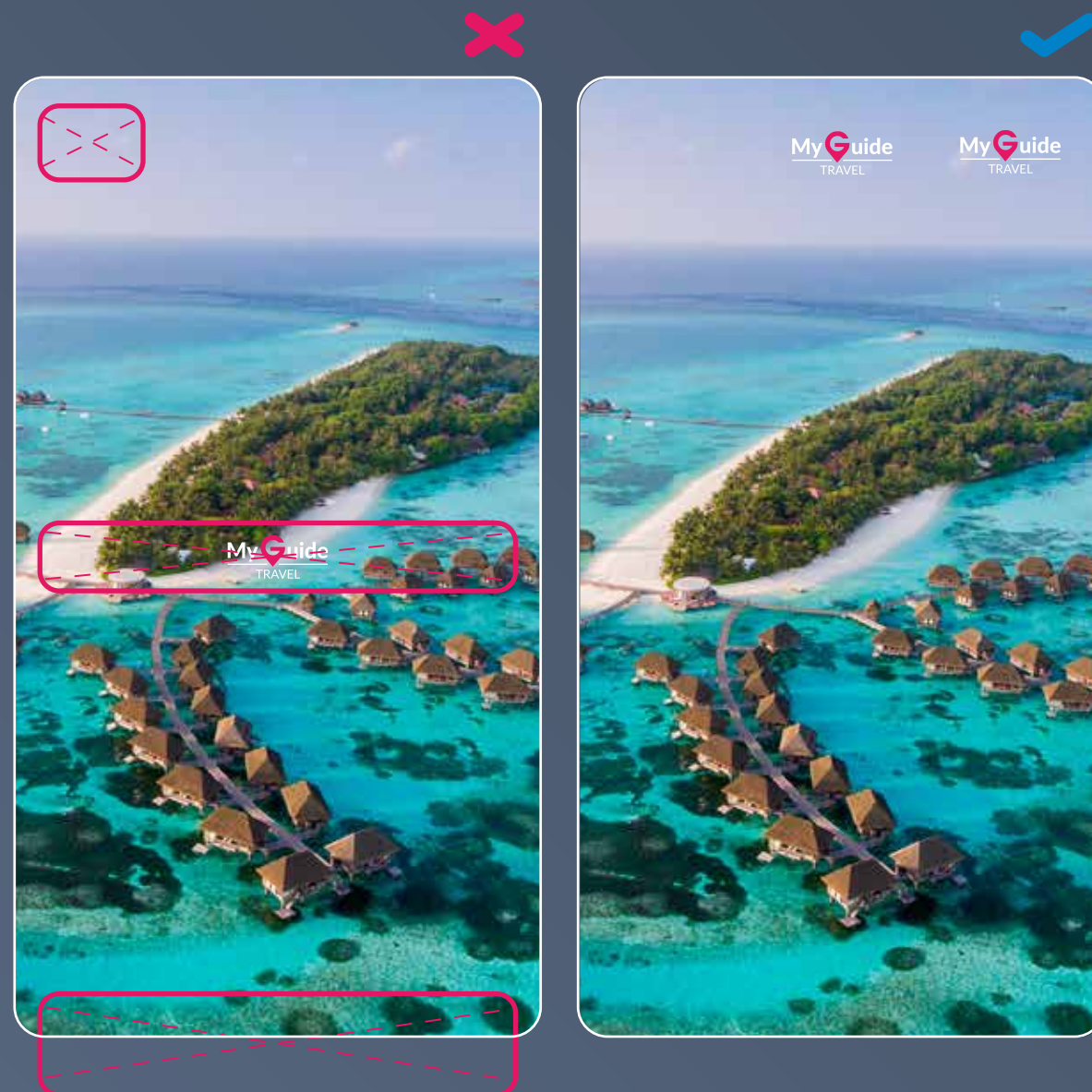


# Logo application in Instagram/Facebook

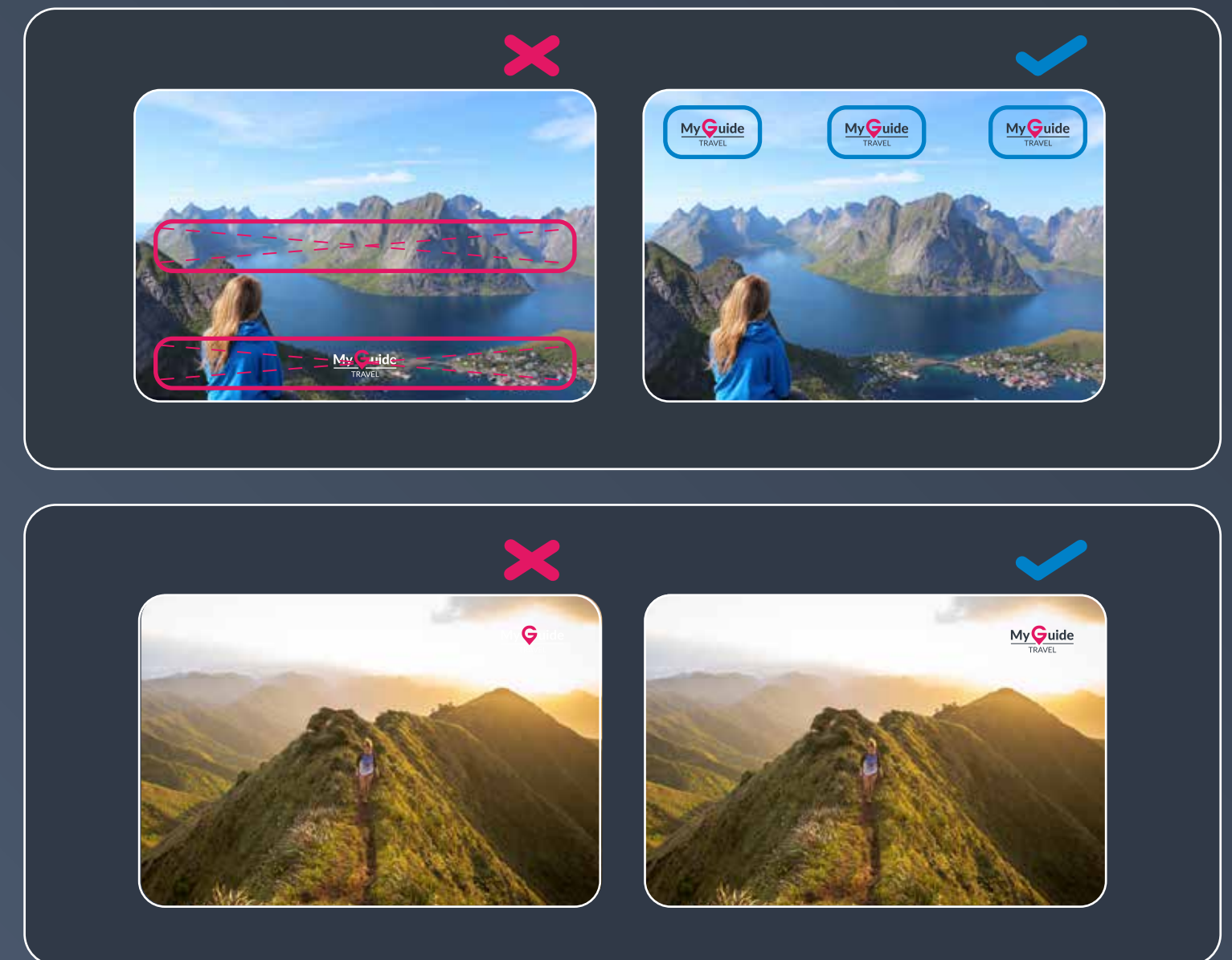
Logos must be placed within the image in the position detailed below.

Respect the minimum size 170px Width x 78px Height. You can only increase the size of the logo when the post does not contain information relevant or photographs.

## Stories Format



## Feed Format



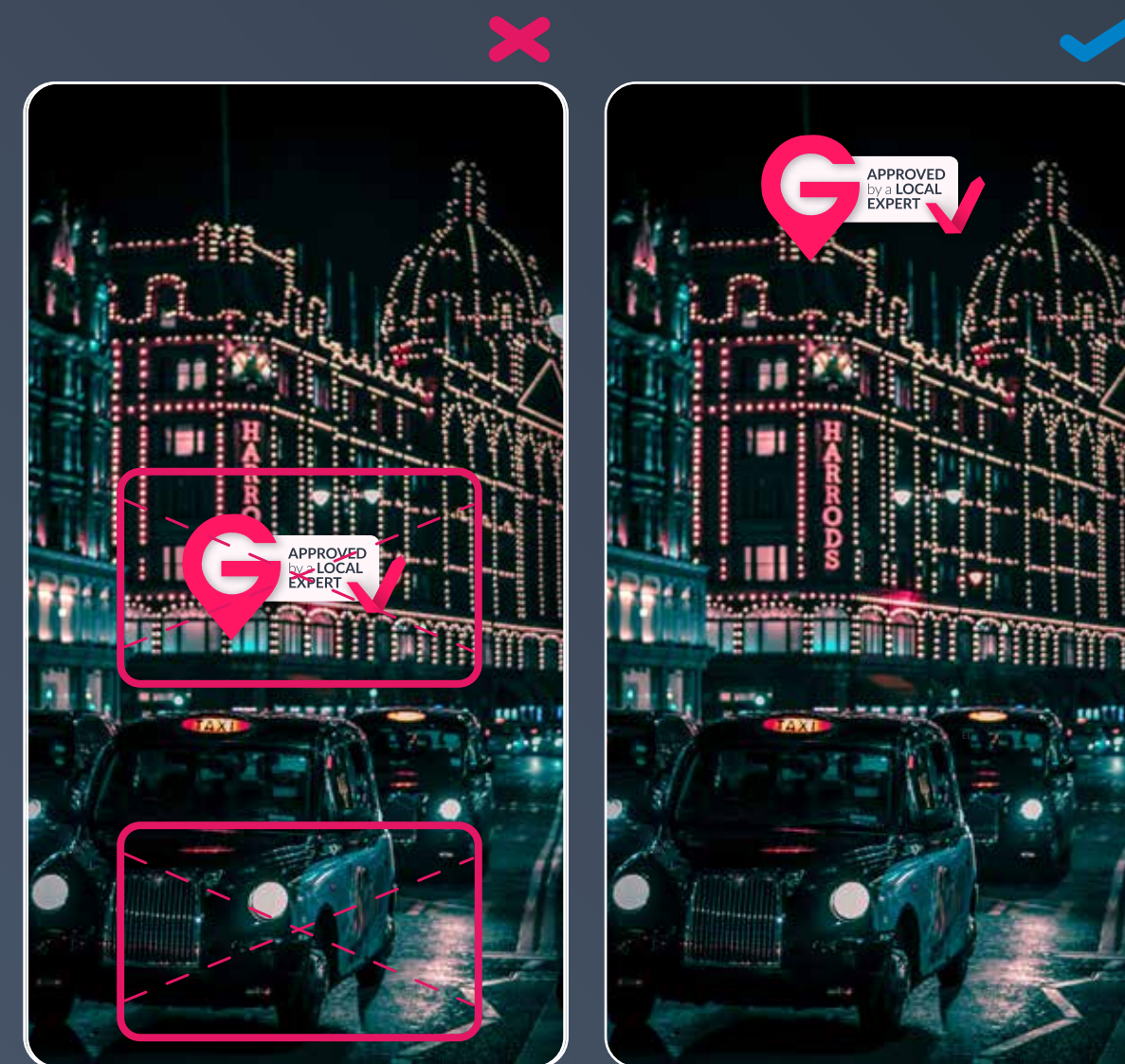
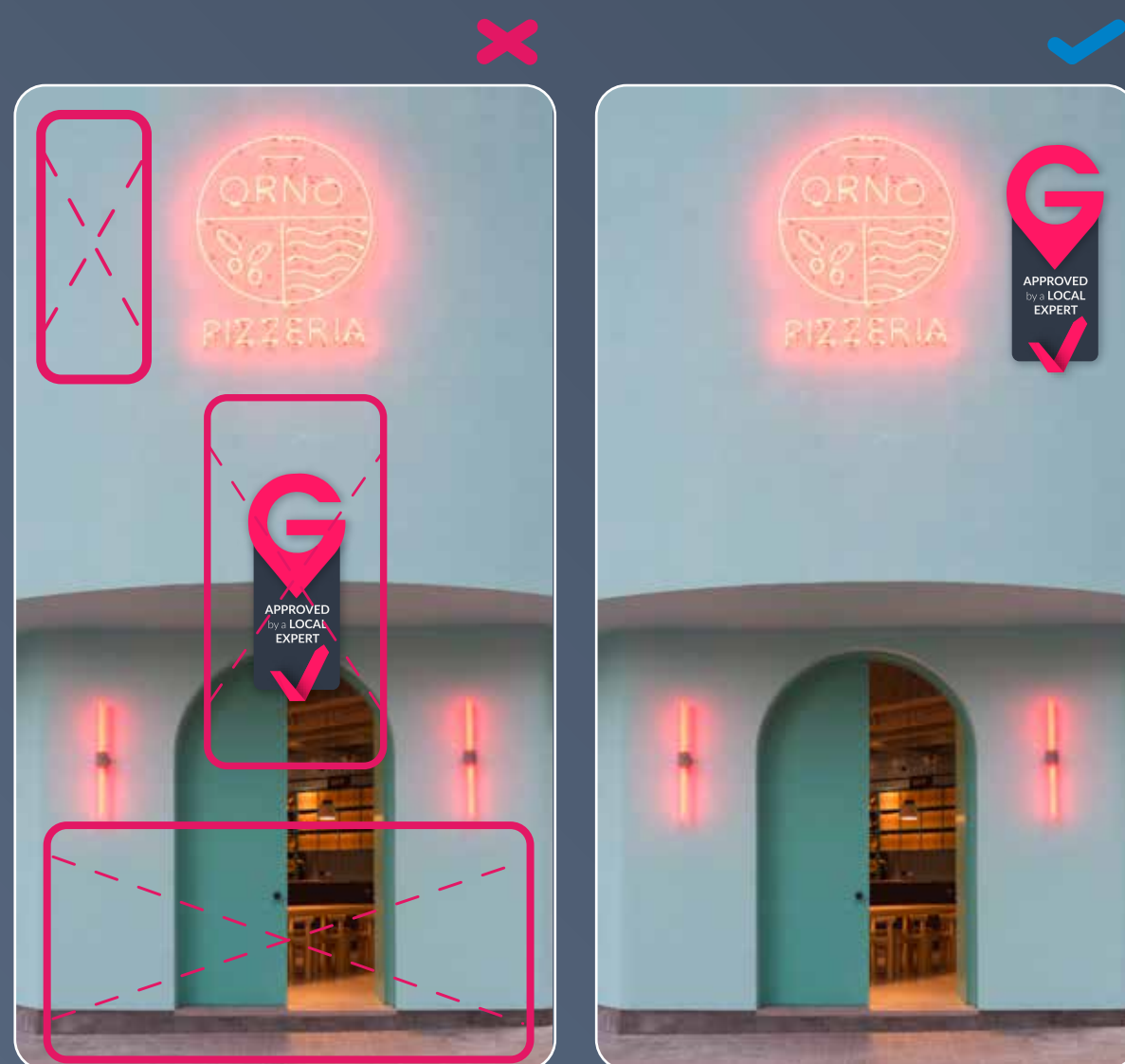
# Stamp Application

## Approved by a Local Expert

Logos must be placed within the image in the position detailed below.

The size of the logo should be used in a fair measure, it should not obscure the content or lose prominence, it is important to achieve balance as shown below. Please respect its minimum size and position as the examples below.

Vertical: 38.46px x 90px / Horizontal: 88.56 px x 50 px



# Illustrations

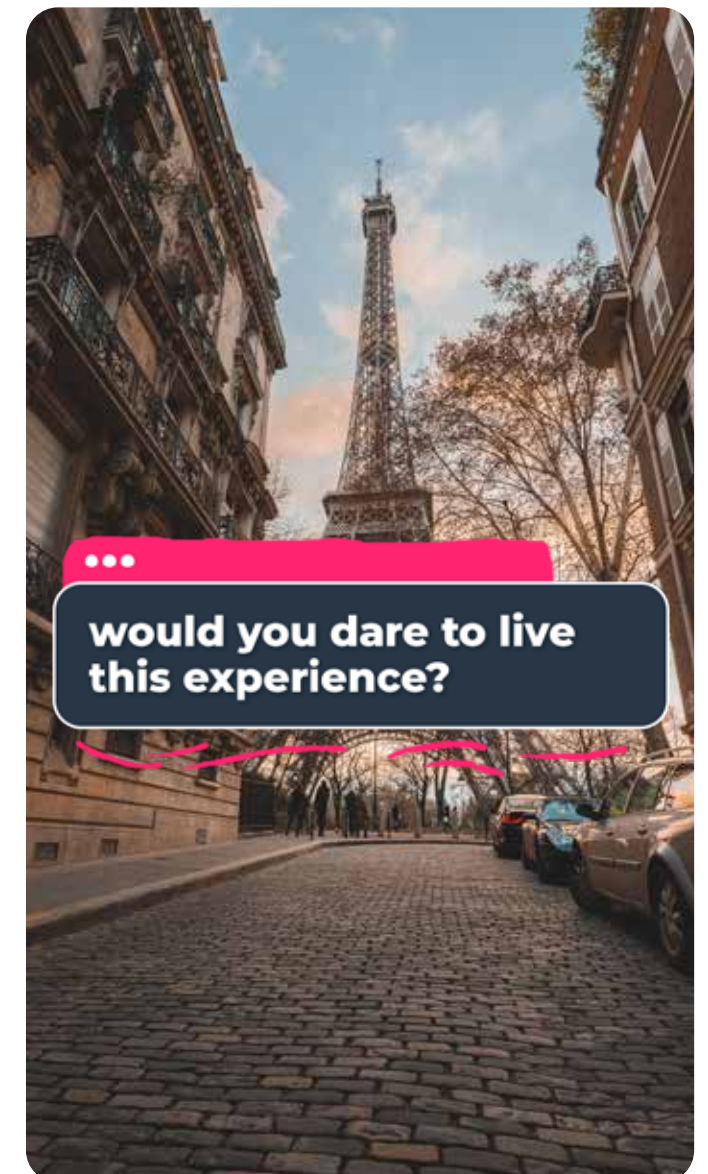
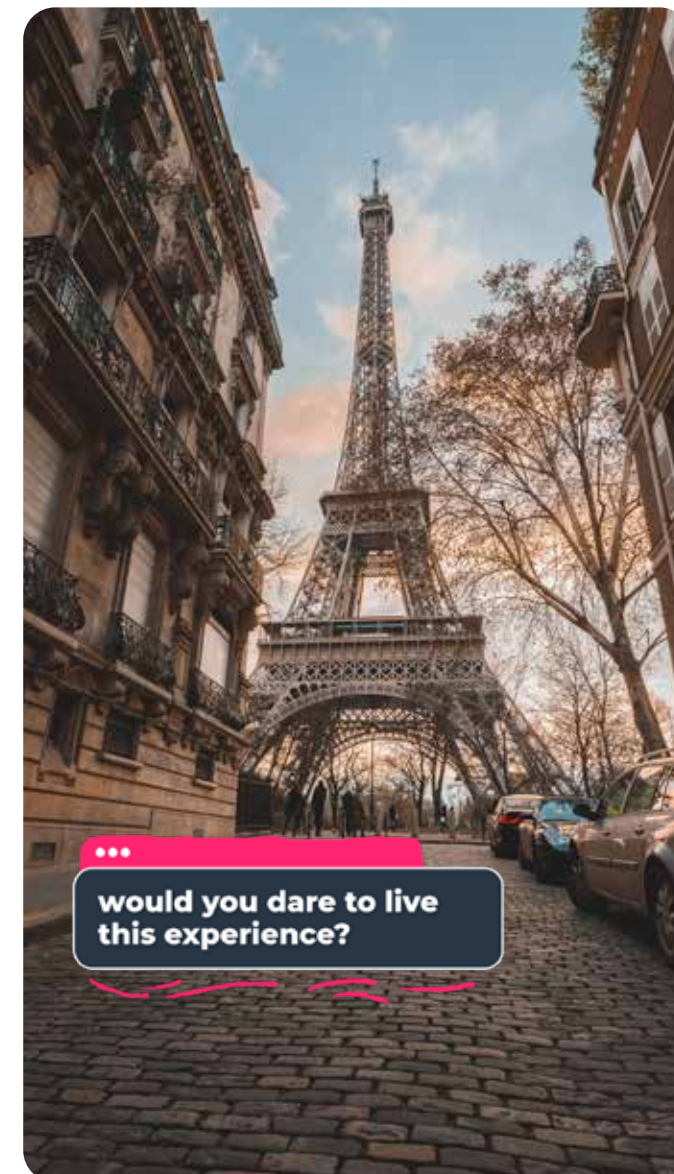
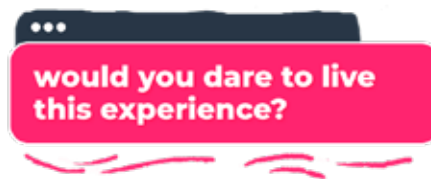
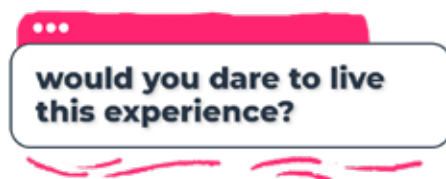
Request the illustrations to our official design team in advance. In case of making the illustration, you must respect the same style as shown below: Colors, Strokes, and Dimensions.



# Text Position on Stories

Texts must be in LATO BOLD for titles and REGULAR LAT for Description / MONSERRAT EXTRABOLD for title and MONSERRAT NORMAL for descriptions.

- Text in the layout is applied inside containers when making questions or included content text with background photographs as the examples provided.
- The texts with their respective containers must be located according to the composition of the photo, without blocking or obscuring what is important in the photo.

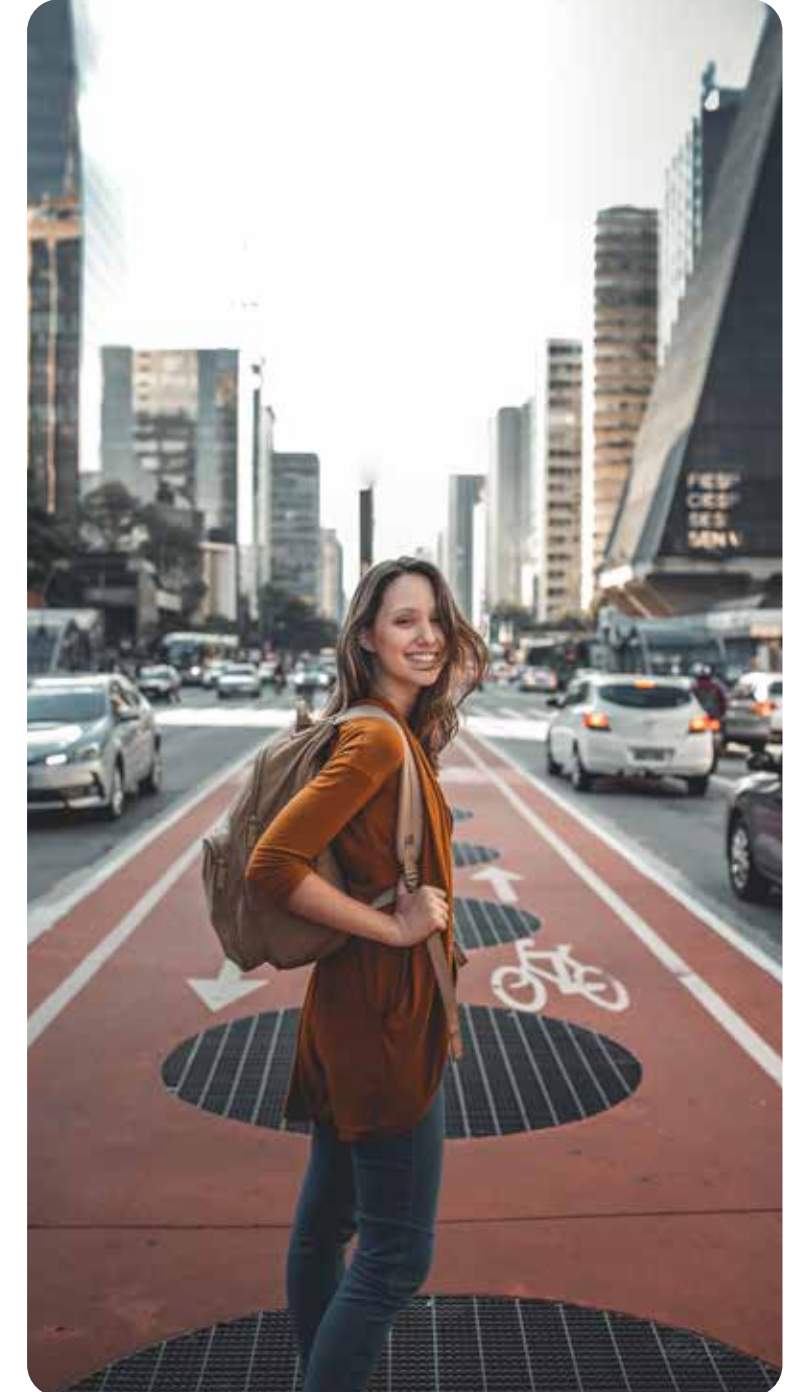




# Photo Guidelines

The photographs on the post must follow these rules:

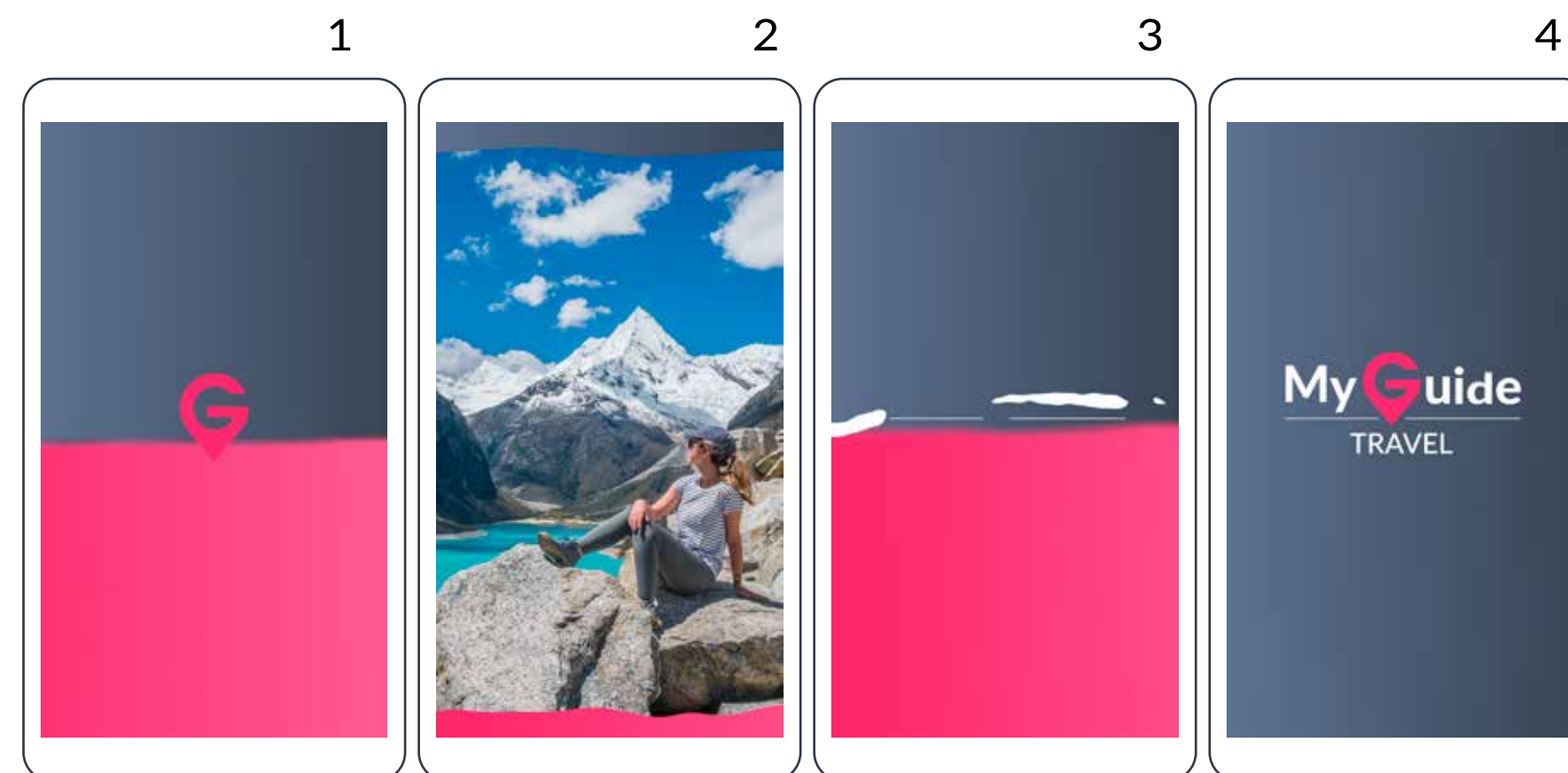
- ♥ Minimum of Resolution 1080x1080 px. HD
- ♥ The Image must convey emotion, reality.
- ♥ Don't overdo it in production.
- ♥ It must be aspirational.
- ♥ Capture people in a landscape or moment.
- ♥ The colors should be strong and bright.
- ♥ They should not be black and white.
- ♥ It should not convey sexuality, racism, poverty, and class distinction.
- ♥ Don't use photographs with children's faces.
- ♥ All photographs must be authorized with the right commercial.



# Letterbox

In video editing, the Letterbox must be applied at the beginning and the end respecting the original template.  
The plates and animated lines must have dynamics during the video concerning the content used, respecting the size, a combination of colors, and position in the screen box.  
For more precision and optimal result, please request the final templates from the official My Guide design team.  
In story format - Pic 2 - the lower and upper plates must remain static during the development of the content.

## Stories Form



# Icons

These are our bank icons that should be used if you want to apply them to designs in Social Media.



# My Guide

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## TRAVEL