

actabl

Brand *Guidelines*

Welcome to Actabl's brand guidelines

Why is this document important?

Actabl's brand guidelines were designed to ensure a consistent look in all the brand applications, making our audience easily recognize our brand in the market.

This guide provides all the fundamental specifications, standards, restrictions and recommendations of Actabl's visual identity system - for the correct use of the brand.

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Actabl Logo

Our logo represents hospitality and elegance, and also has modern qualities, symbolizing our innovative software solutions.

It consists of a word mark, which has 2 official versions, one for light backgrounds and one for dark backgrounds.

Always maintain clear space around the logo. It isolates the logo from other competing graphic elements (copy, photos, etc.)



actabl

Light
backgrounds



actabl

Dark
backgrounds



Click [here](#) to download our logo files

Actabl Logo Variations

Gradient versions of the Actabl logo were created to be used in different applications, especially when we want to look bold and strong.



actabl



actabl

Click [here](#) to download our gradient logo files

Actabl Logo Variations

“a” isolated to be used as an icon for social media and other profile images.



Click [here](#) to download our logo icon files

Incorrect logo usage

In order to preserve the integrity of the logo, please avoid misuse.



Do not distort the logo in any way.



Do not add any kind of drop shadow to the logo.



Do not place the logo against any background that doesn't create contrast. This will create a legibility issue.



Do not use an off-brand color in the logo.



Do not change the letter spacing of the logo.

Legacy Companies Logos

Whenever the legacy companies logos appear individually, we must use the versions with “by Actabl”. The horizontal version of each legacy company logo is preferred.

Click here to download our legacy companies logos files:

- > [ProfitSword](#)
- > [Hotel Effectiveness](#)
- > [Alice](#)
- > [Transcendent](#)

Horizontal Version



Extreme Horizontal Version



Actabl Brand Bar

Whenever we want to show Actabl and legacy companies logos together, we have some examples of the Actabl brand bar that can be used.

To request a variation on the brand bar or legacy companies logos, please contact the marketing team on the [#ask-marketing](#) Slack channel or [submit a marketing request](#).

Click here to download our Actabl brand bar files:

- > [Horizontal](#)
- > [Vertical](#)

actabl |  profit sword  hotel effectiveness  alice  transcendent

actabl |  profit sword  hotel effectiveness  alice  transcendent

actabl |  profit sword  hotel effectiveness  alice  transcendent

actabl

 profit sword

 hotel effectiveness

 alice

 transcendent

actabl

 profit sword

 hotel effectiveness

 alice

 transcendent

actabl

 profit sword

 hotel effectiveness

 alice

 transcendent

Typography

Primary Typefaces:

- > Literata: for main *titles* (Google Font)
- > Inter: for *body Text* (Google Font)

Usage:

*Google slides, Google docs,
Website, One sheeters.*

Secondary Typefaces:

- > Times New Roman (System Font)
- > Arial (System Font)

Usage:

*Email marketing and other software
programs with limited font options*

Click [here](#) to download
our typefaces

TYPEFACES

Aa

For main titles

Literata

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

For body text

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXAMPLE OF APPLICATION

Headline + **highlight**

Subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus felis pus arcu auctor.

Content Subheadline

At pretium ut eum eum lita ea aut aut maximoluit qui ditatiscim earum
estesse cullab inventem sum harum qui alic to experumetur sit eum
voluptatem. Aria peria illit, officatur? Iligenda que custia eos rerum
ent eic tem as repra dem et des ut vel maiorrum nusda qui.

Literata Medium + Literata Bold Italic
Inter Regular




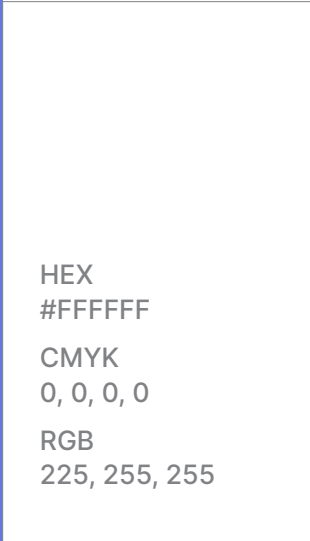
Inter Light
Inter SemiBold

Colors


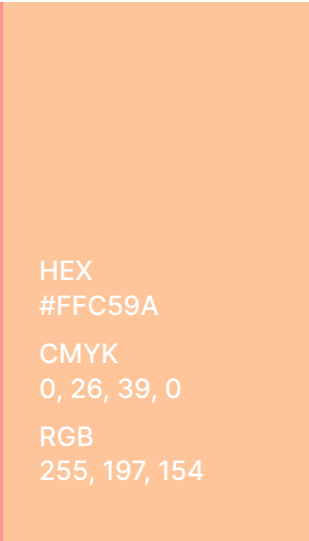

Color adds personality and instant recognition to a brand, so it's an important part to be considered.

These are the Actabl primary and secondary colors.

PRIMARY COLORS

 <p>HEX #0D0C41</p> <p>CMYK 100, 98, 36, 50</p> <p>RGB 13, 12, 65</p>	 <p>HEX #131768</p> <p>CMYK 100, 99, 26, 23</p> <p>RGB 19, 23, 104</p>	 <p>HEX #6478E0</p> <p>CMYK 66, 55, 0, 0</p> <p>RGB 100, 120, 224</p>	 <p>HEX #FFFFFF</p> <p>CMYK 0, 0, 0, 0</p> <p>RGB 225, 255, 255</p>
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SECONDARY COLORS

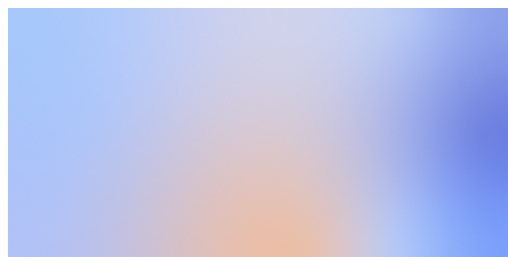
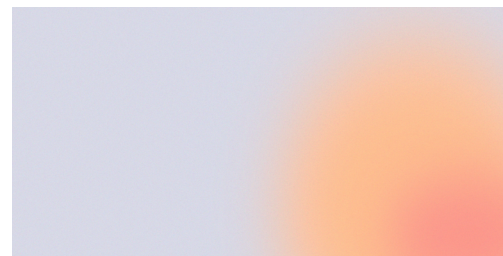
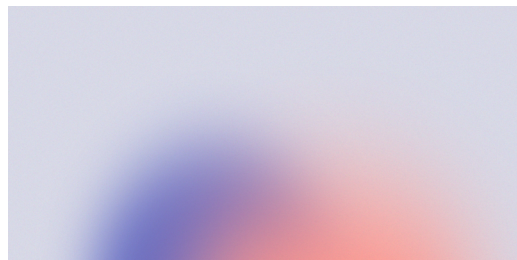
 <p>HEX #FF928F</p> <p>CMYK 0, 54, 33, 0</p> <p>RGB 255, 146, 143</p>	 <p>HEX #FFC59A</p> <p>CMYK 0, 26, 39, 0</p> <p>RGB 255, 197, 154</p>	 <p>HEX #BBCDF9</p> <p>CMYK 24, 14, 0, 0</p> <p>RGB 187, 205, 249</p>
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Gradients

Gradients add a dynamic and eye-catching look, creating lightness and freshness. In addition, they give a sense of depth to the applications.

Our gradients can be created as linear gradients, freshform gradients and, with the mesh tool.

Click [here](#) to download our gradient files



Product Simplified Screens

We created several simplified screens of our products that can be used in many different applications.

They help to understand our products better in a simplified and direct way.

Click [here](#) to access our product simplified interfaces

Work Order Performance

	Past Due	Today	Tomorrow	7 Days	30 Days	Unassigned
All Work	7	14	0	17	23	1777
Equipment PM	0	4	0	4	5	488
Room PM	0	0	0	0	0	12
Scheduled Inspections	0	1	0	1	2	8
Scheduled Rounds	2	9	0	10	12	702
Standards	378	0	0	0	5	46
Work From Inspection	0	0	0	0	0	40
Work Requests	3	0	0	0	0	17
Work Unscheduled	2	0	0	2	4	504

Housekeeping

AM PM Manage Staff Assign Rooms

03/28/2022 Boards

Assigned to

Ann Thomas
110 109 108 107 106 105 104 103

Ashley Wilson
210 209 208 207 206 205 204 202

Beth Williams
310 308 307 306 305 304 302 301

Carmen Garcia
410 409 408 406 405 404 403 402

Lula Martinez
510 509 508 507 506 505 504 502

Unassigned Rooms
All Unassigned Rooms Filters

Portfolio Productivity Benchmark

HPOR -	Benchmark -	Variance % -
2.38	1.34	77% ↓
2.07	4.04	49% ↑
2.14	1.56	37% ↓
1.38	1.27	9% ↓
1.45	1.45	0% ↓

2 Hotels Less Productive than Benchmark

1 Hotel More Productive than Benchmark

Guest

Today Rooms

101	RESTAURANT
712	WAKE UP CALL
312	RESTAURANT
707	MAINTENANCE
107	DELIVER
803	TOUR
302	ROOM SERVICE
622	ROOM SERVICE

107 Rush

TASK TYPE ROOM STATUS
Departure Clean Awaiting Service

RELATED TICKETS
+ Guest Request + Internal Request

Due In Simon Jones VIP3 Checked Out Carolina Dickens

PREFERENCES
Feather Free Extra Pillow

INTERNAL NOTES + Add Note

Daily Overview

Hotel Group	Room Stats		F&B Stats		Out of Balance	
	Rms	Occ %	ADR \$	Covers	Income Journal	Cash Posted
Autumn Bliss Resort	1,611	52.0	208.21	0	0.00	-1,794.14
Century Inn Express	1,840	38.2	119.00	325	237.26	-262.75
Edgewater Resort	2,450	39.9	184.82	603	541.32	-14,119.89
Fairhaven Inn	1,838	40.3	110.37	627	0.00	0.00
Golden Hotel	2,068	46.0	95.75	392	-65.80	-15.55
Hampshire Inn	2,104	51.0	252.88	1,925	657.86	-430.06

Work List

Default View

	Scheduled Date	Due Date	Work Order Description	Type
<input type="checkbox"/>	03/31/23	Due: 3/28/23	Touch Up	PM
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

Work My Work Unassigned

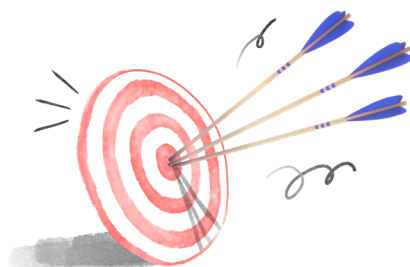
Due: 3/25/23

Scheduled Touch Up
Jill Housekeeper
Needed: 3/25/2022
Not Reviewed

Illustrations

Concepts

Our illustration style was designed to create a dynamic, unusual and innovative look. We use photo elements mixed with illustration, which gives us creative freedom to make engaging and useful metaphors to explain complex concepts.



Click [here](#) to download our illustrations

Hotel Watercolor Images

Whenever we want to show our hotels, we show watercolor versions of the buildings.



Click [here](#) to download our hotel watercolor images

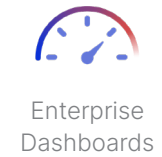
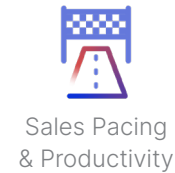


Product Icons (Color Version)

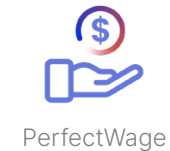
This is the Actabl
Product Icons set,
in color version.

Note:
Use our Product Icons
ONLY for representing
our products.

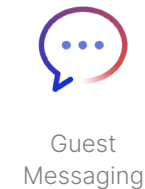
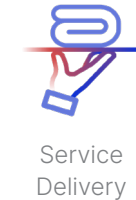
Budgeting, Forecasting & BI



Labor Management



Operations Management



Click [here](#) to download
our **Product Icons** set
(Color version)

Product Icons (White Version)

This is the Actabl
Product Icons set,
in white version.

Note:

Use our Product Icons
ONLY for representing
our products.

Budgeting, Forecasting & BI



Automated
Income Journal



Forecasting
& Budgeting



Sales Pacing
& Productivity



Commentary
Reports



Enterprise
Dashboards



Business
Plan

Labor Management



PerfectLabor



CoverageFinder



PerfectEngage



PerfectWage



PerfectTime

Operations Management



Housekeeping



Service
Delivery



Guest Services
& Concierge



Guest
Messaging



Asset
Management



CapEx
Planning

Click [here](#) to download
our **Product Icons** set
(White version)

General Icons (Color Version)

This is the Actabl **General Icons** set, in color version.

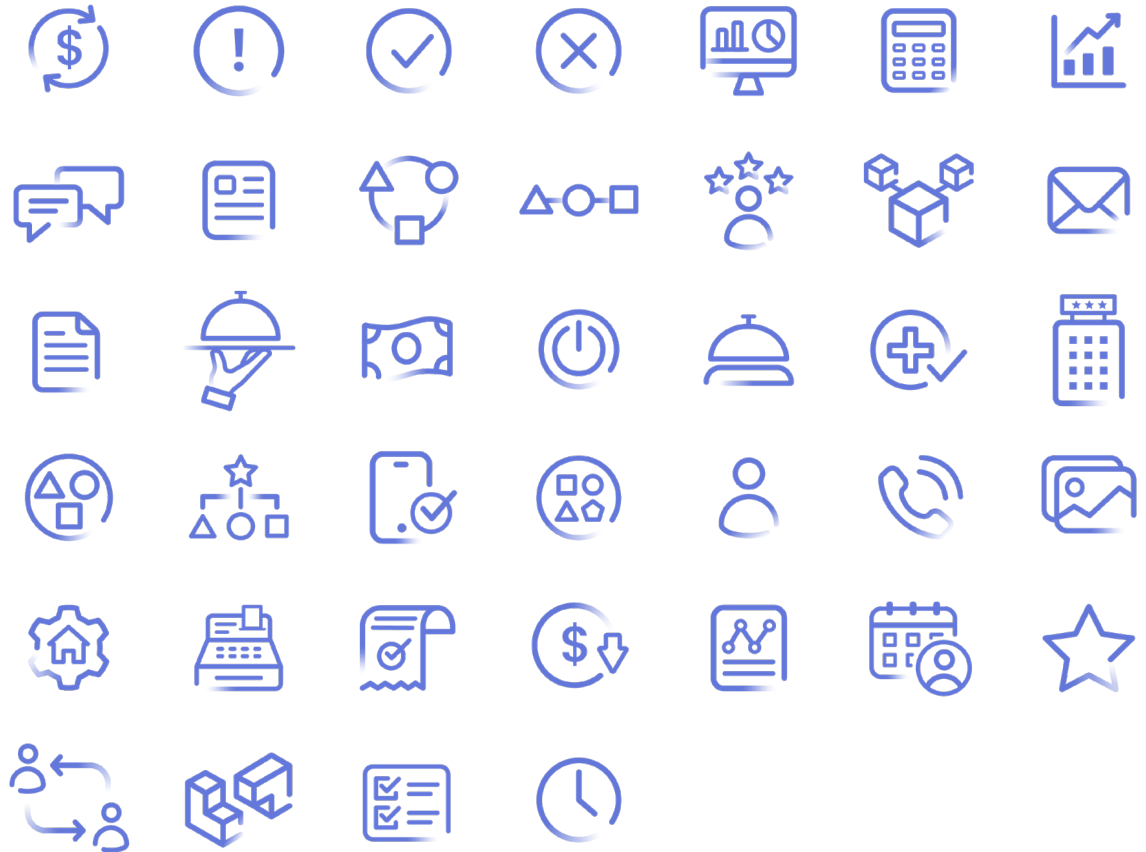
Iconography can help to simplify complex ideas and translate messages quickly.

We recommend to only use the icons from the Actabl icon library, to keep visual consistency.

Note:

If you need any icons that you didn't find in our folder, please contact the marketing team on the [#ask-marketing](#) Slack channel or [submit a marketing request](#).

Click [here](#) to download our **General Icons set (Color version)**



General Icons (White Version)

This is the Actabl **General Icons** set, in white version.

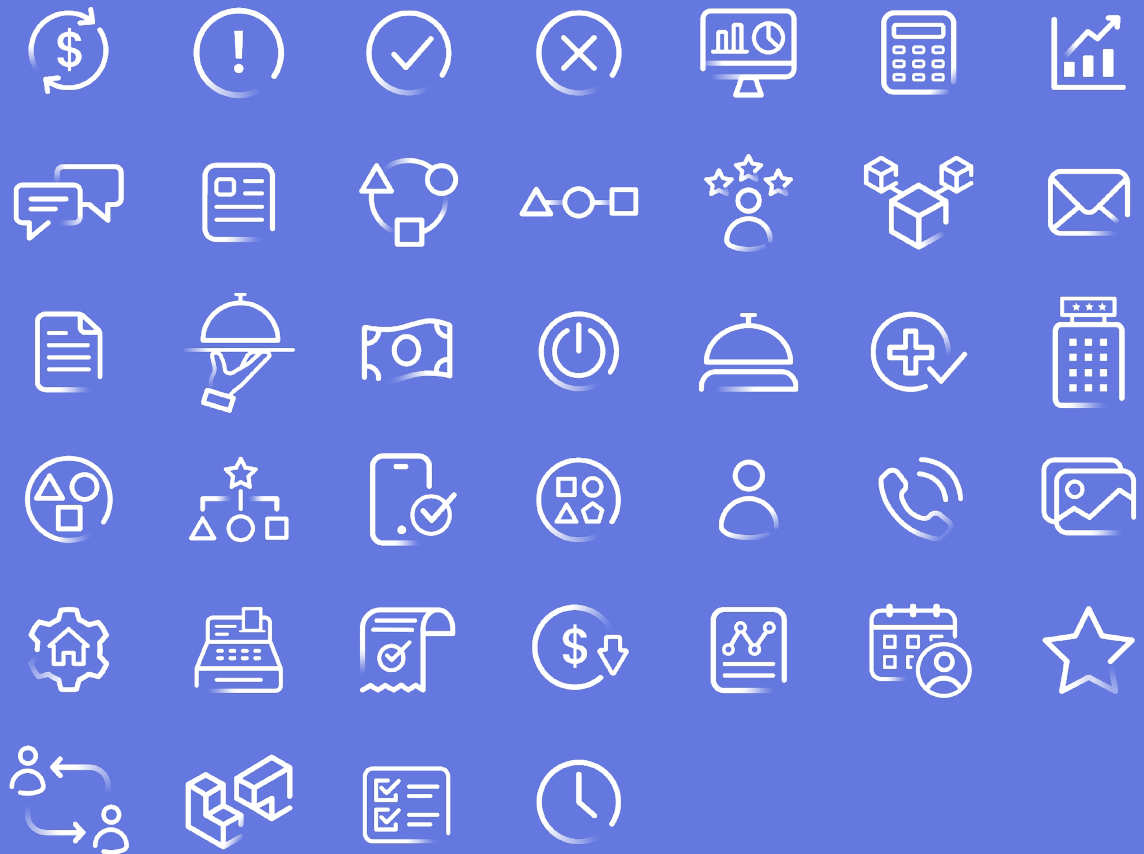
Iconography can help to simplify complex ideas or translate messages quickly.

We recommend to only use the icons from the Actabl icon library, to keep visual consistency.

Note:

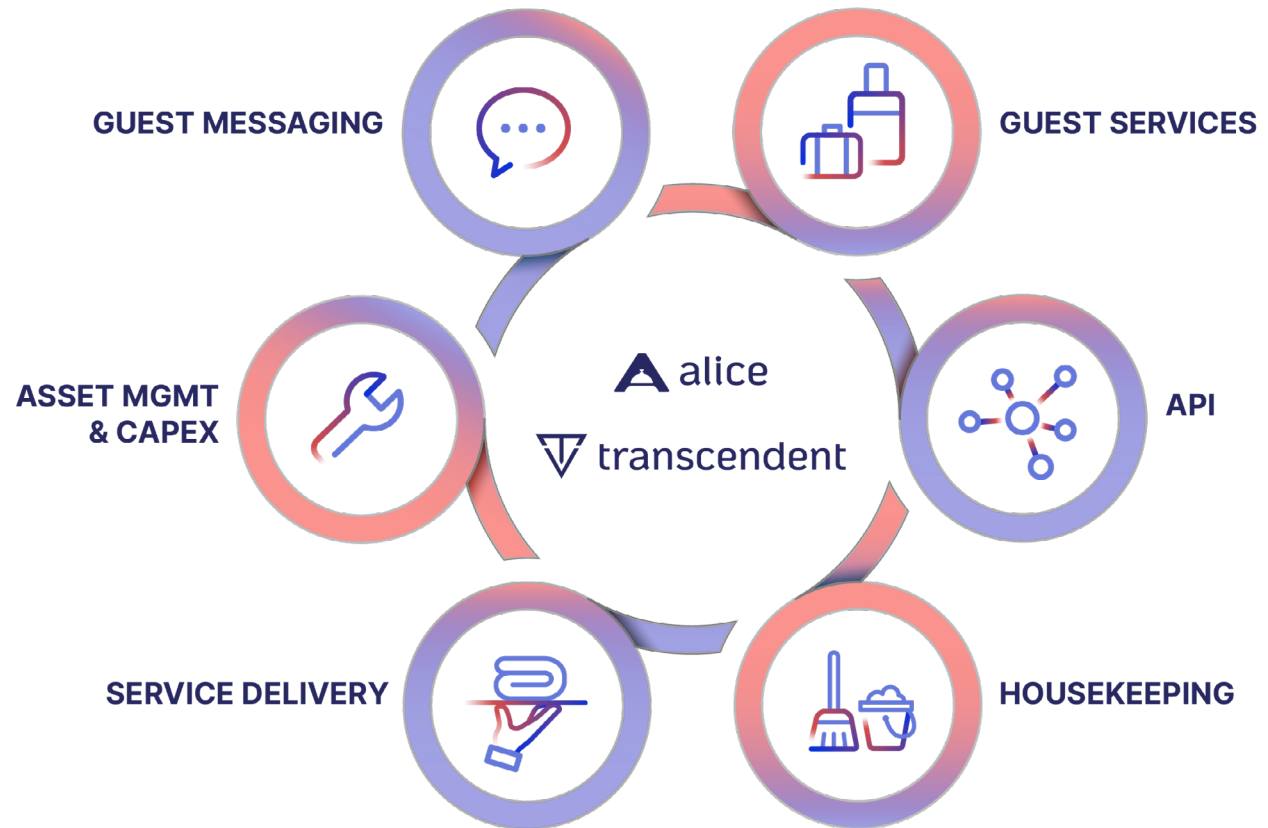
If you need any icons that you didn't find in our folder, please contact the marketing team on the [#ask-marketing](#) Slack channel or [submit a marketing request](#).

Click [here](#) to download our General Icons set (White version)



Diagrams

Example of our diagram style,
with icons and gradients.



Click [here](#) to download
our diagrams

Samples (Deck Template)

actabl | profit sword hotel effectiveness ▲ alice ▼ transcendent

Presentation Title

Version or Date

actabl

profit sword
-actabl

Transition

Subtitle



12

actabl

Text in cards

Subtitle

Add Title

- One
- Two
- Three

Add Title

- One
- Two
- Three

Add Title

- One
- Two
- Three

17

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Product name & icon + screen

Subtitle

Housekeeping

9:AM 5:PM Manage Staff Assign Rooms

03/26/2022 Brussels

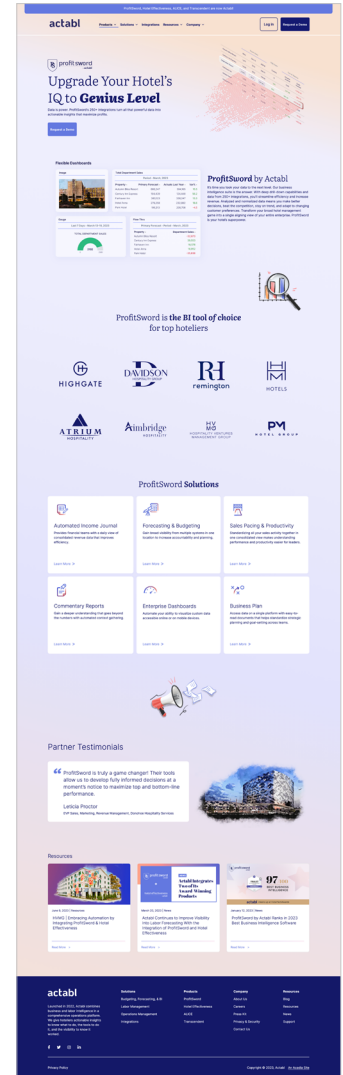
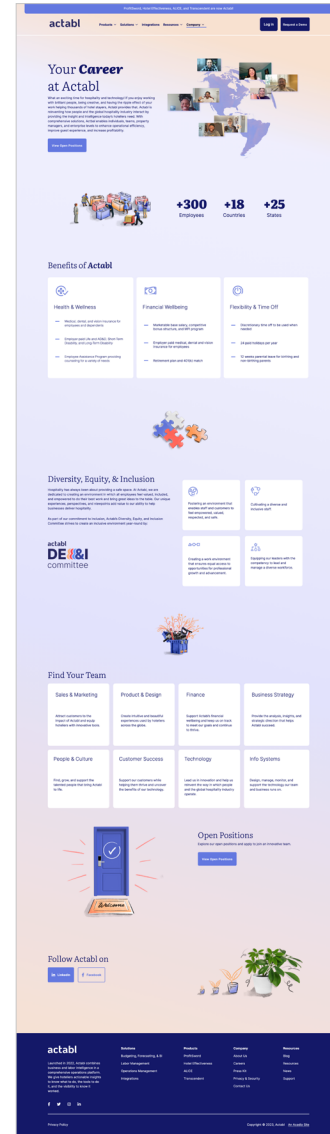
Unassigned Rooms

Room No.	Status	Room No.	Status	Room No.	Status
110	100	111	107	112	100
113	100	114	107	115	104
116	100	117	107	118	104
119	100	120	107	121	104
122	100	123	107	124	104
127	100	128	107	129	100
130	100	131	107	132	100
135	100	136	107	137	100
140	100	141	107	142	100
145	100	146	107	147	100
150	100	151	107	152	100

Note:
Product icons can be found [HERE](#)
Simplified screens can be found [HERE](#)

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Samples (Website)



Samples (One sheeters)

actabl

Digital Night Audit

ELEVATE NIGHTLY AUDIT PROCESSES TO NEW LEVELS OF EFFICIENCY AND CONFIDENCE

Say goodbye to manual paperwork and embrace a seamless, efficient approach to nightly financial reporting.

Digital Night Audit transforms how hotels manage their night audit processes by delivering a streamlined, reliable solution that simplifies operations.

Remove the burdens of manual processes and physical document storage by switching to a sustainable, digital approach. Access organized financial reports with ease and ensure accuracy and consistency across properties with Digital Night Audit.

Night Audit Reports

Actabl Hospitality Group

Site/Date	Night Audit Packet	Last Updated	Step	Status
- ProfitSword Plaza				
March 08, 2025	Night Audit		Not Started	Not Started
March 08, 2025	Night Audit		Submit	Review
March 07, 2025	Night Audit		Approve	Submitted
March 06, 2025	Night Audit		Complete	Approved
March 05, 2025	Night Audit		Complete	Approved
March 04, 2025	Night Audit		Complete	Approved

BENEFITS

Automate Manual Processes

Eliminate repetitive tasks and streamline the night audit process to reduce errors, increase accuracy, and save valuable time for your team.

Tailor Workflows to Fit Your Operations

Easily customize night audit workflows to match your property's unique needs—ensuring consistency, efficiency, and smooth execution across locations.

Drive Sustainability and Ensure Compliance

Ditch the paper and go digital. Store audit reports securely for up to 7 years, meet compliance requirements with ease, and reduce your environmental footprint.

profit sword hotel effectiveness alice transcendent actabl

actabl

Ensure Accuracy, Compliance, and Simplicity with Digital Night Audit

Reduces storage costs, support sustainability, and improves document access with easy file-name search within the platform.

Compliance dashboards provide a comprehensive overview of all properties and their night audit progress in a single glance.

Workflow Designer - Basic

Actions	Sort	Field Type	Field Label	Step	Roles	Required
10	Group	Night Audit Details	Submit	2 selected		<input type="checkbox"/>
20	Date	Night Audit Details	Submit	2 selected		<input type="checkbox"/>
30	Adjustments	Night Audit Details	Approve	3 selected		<input type="checkbox"/>
40	Daily Financial	Night Audit Details	Approve	3 selected		<input type="checkbox"/>
50	OOO Rooms	Night Audit Details	Approve	Night Auditor	Property Administrator	<input type="checkbox"/>

Allows properties and management companies to create multiple night audit workflows based on their specific business needs with our Workflow Designer.

Workflow solutions are user-friendly and streamline the packet completion process, enabling night auditors and approvers to finish their tasks more efficiently.

Actabl combines business and labor intelligence with a comprehensive operations platform. Check out our other products:

hotel effectiveness

- Labor management
- Productivity & wage benchmarking
- Contract labor & overtime

alice

- Mobile housekeeping operations
- Messaging & task automation
- Guest Request ticket queues

transcendent

- Mobile engineering operations
- Preventative & corrective maintenance
- CapEx & asset planning

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Samples (Swag Kit)

