

Branding

Hi, we're Oakly

Branding guidelines & descriptions

Tagline

Automated Personalised Upselling for Hotels

Short description

Oakly is a hyper-personalised and automated upselling engine that helps hotels drive additional profit from their existing customers by delivering a superior guest experience.

Description

Oakly is a hyper-personalised and automated upsell engine that helps hotels drive additional profit from their existing customers by delivering a superior guest experience. Browsing from best-selling upsell offers, hoteliers can add personalised guest-facing deals in a few clicks, and promote them through perfectly timed guest communication. Oakly is trusted by innovative hotels, groups and chains across the globe, including the likes of Amaris Hospitality, Onyx Hospitality & Radisson Hotel Group.

Font

Stolz (alternative: Poppins - Google font)

Colours



#FF6A00



#1F0F38



#FFFFFF



#1A1A1A



#2F2F2F



#FFF0E6



#6D6D6D



#A0A0A0



#EAEAEA



#FAFAFA



#2898FF



#8442EE



#FFC700



#78D644



#FF4333

Logos

