BRAND RESOURCE CENTRE

Tripgic Brand Kit

The single source of truth for the Tripgic brand: approved logos, icons, favicons and social media assets, with the guidelines for using them. Free to download for customers, partners, media and designers.

Last updated 13 November 2026

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Customize Reject all Accept all

Brand overview

Tripgic is the unified B2B travel API: one integration that gives OTAs, corporate booking platforms and travel-tech startups flights from Amadeus, Sabre and Travelport, IATA NDC airline-direct offers, low-cost carriers, hotels and more. Tripgic is a division of Innovate Solution Global Pte. Ltd.

The identity is built on two ideas. The **T mark** leads the wordmark with a sharp, forward-leaning stroke — speed and precision. The **“pg” ligature** joins two letters into a road with a dashed centre line — the routes, connections and journeys the platform moves. One confident red, generous white space and clean geometric type complete the system.

Connected
One API, every supplier.

Fast
Built for real-time travel.

Reliable
Enterprise-grade, precise.



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Primary logo

The Tripgic wordmark is custom lettering and the primary brand signature. Use it in Tripgic Red on light backgrounds and in white on red or dark backgrounds. Always use the supplied files — never redraw or retype it.



Primary logo — full colour

Tripgic Red wordmark. The default choice on white and light backgrounds.



Reversed logo — white

For Tripgic Red, dark backgrounds and photography.



Dark-background logo

White wordmark on Midnight (#020617) for dark UI, decks and video.



Monochrome — black

Single-colour print, stamps, engraving and fax. Never for normal digital use.

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Logo on white (with clear space)

Ready-made file with the 2X clear space built in.



Logo on red (with clear space)

Matches the brand style sheet's reversed master.

Secondary logos & icons

Lockups add the “Travel API Platform” descriptor or the app-icon tile. The T mark and the “pg” monogram are for spaces too small or too square for the full wordmark — they never replace it where it fits.



Horizontal lockup

Wordmark with the “Travel API Platform” descriptor — headers, decks, event screens.



Vertical lockup

App-icon tile stacked above the wordmark — square and portrait spaces.

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Tripgic

TRAVEL API PLATFORM

Tagline lockup

Descriptor set to the full wordmark width — print, merchandise, footers.

Icon — the T mark

The first letter of the wordmark. Favicons, app icons, avatars and small spaces.

Monogram — the “pg” route

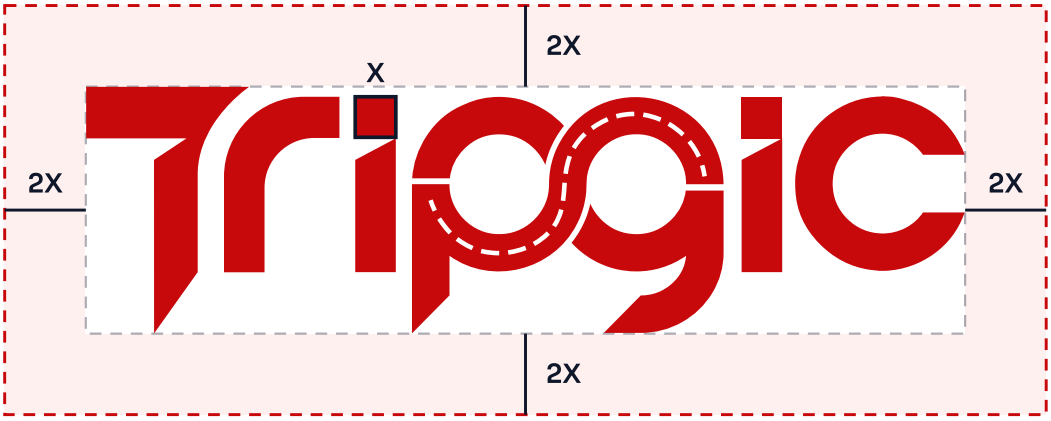
The road ligature from the wordmark. Secondary app icon and brand accent.

App icons

1024 px App Store masters and rounded previews in red and white.

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Clear space & minimum size



X is the width of the square dot on the “i”. Keep a clear space of at least **2X** on every side, free of text, images, other logos and edges.

ASSET	DIGITAL MINIMUM	PRINT MINIMUM
Wordmark	96 px wide	25 mm wide
Lockups	160 px wide	40 mm wide
Icon / app tile	16 px	6 mm

Below the wordmark minimum, switch to the T icon. The descriptor in lockups must stay legible — if it falls under 8 px tall, use the plain wordmark.

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Approved & prohibited usage

Do



Red logo on white or very light backgrounds



White logo on Tripgic Red



White logo on dark backgrounds



Black logo for single-colour print only

Don’t





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Don’t recolour or use unapproved colours



Don’t add shadows, glows or effects



Don’t place on low-contrast backgrounds



Don’t place on busy or clashing backgrounds



Don’t lower the opacity or fade the logo

Tripgic

Don’t retype the name in a font

Also don’t: crop or cut off any letter, rearrange or separate the letters, combine the logo with another mark to create a new one, place it inside a shape other than the approved app tile, or use it in a way that suggests a partnership or endorsement that doesn’t exist.

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Colour palette

Tripgic Red and White are the brand colours. Tripgic Red is exactly #C7090C — never brightened, darkened or approximated. The supporting colours are for interface states, text and dark surfaces. Click any HEX or RGB value to copy it.

Tripgic Red

HEX	#C7090C
RGB	199 / 9 / 12
CMYK	15 / 100 / 100 / 6

Primary brand colour — logo, primary buttons, key emphasis

White

HEX	#FFFFFF
RGB	255 / 255 / 255
CMYK	0 / 0 / 0 / 0

Base brand colour — backgrounds, reversed logo

Red 700

HEX	#B40508
RGB	180 / 5 / 8
CMYK	0 / 97 / 96 / 29 (approx.)

Hover and pressed states, tone-on-tone graphics

Red 900

HEX	#7A0B0D
RGB	122 / 11 / 13
CMYK	0 / 91 / 89 / 52 (approx.)

Deep accent, high-contrast red text on light

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Ink

HEX	#0F172A
RGB	15 / 23 / 42
CMYK	64 / 45 / 0 / 84 (approx.)

Headings, body text, dark hero surfaces (slate-900)

Midnight

HEX	#020617
RGB	2 / 6 / 23
CMYK	91 / 74 / 0 / 91 (approx.)

Footer and darkest surfaces (slate-950)

Red Wash

HEX	#FFF0F0
RGB	255 / 240 / 240
CMYK	0 / 6 / 6 / 0 (approx.)

Faint highlight backgrounds (tripgic-50)

CMYK for Tripgic Red and White is the official print specification. Values marked “approx.” are converted from RGB — ask your printer to match against a proof. For spot-colour printing, match Tripgic Red visually to a coated swatch book.

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Typography

The logo is custom lettering. Around it, Tripgic uses three free, open-source typefaces (SIL Open Font License): modern, geometric and highly readable.

DISPLAY

Sora

One API for every journey

Headlines, titles, UI labels and social graphics. SemiBold 600 for headings, Bold 700 for heroes; tracking −0.02em.

Get Sora on Google Fonts →

TEXT

Inter

Search, price and book flights, hotels and more through one normalized JSON API.

Body copy, tables and forms. Regular 400, Medium 500, SemiBold 600; 16–18 px with 1.6 line height.

Get Inter on Google Fonts →

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Get JetBrains Mono →

STYLE	FONT & WEIGHT	SIZE (WEB)	USE
H1	Sora 700	48–60 px	Page titles, hero
H2	Sora 700	30–36 px	Section titles
H3	Sora 600	20–24 px	Cards, sub-sections
Body	Inter 400	16–18 px	Paragraphs, lists
LABEL	Inter 700, +0.12em	11–12 px	Eyebrows, badges
`Code`	JetBrains Mono 400	13–14 px	API examples

Fallbacks: `Sora, "Segoe UI", system-ui, sans-serif` · `Inter, "Segoe UI", Roboto, Arial, sans-serif`. Office documents without the brand fonts may use Segoe UI or Arial.

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Iconography & visual elements



The T mark

Brand icon for favicons, app icons and avatars. On a tile, use a 22% corner radius and keep the mark at about 56–62% of the tile height.



The route ligature

The “pg” road with its dashed centre line. A secondary mark and the source of the road motif — never rebuilt, rotated or used as a letter in other words.



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UI icons: Lucide outline icons, 2 px stroke, rounded caps, 16–24 px, in Tripgic Red or Ink on a 10% red tile. Don't mix filled and outline icon sets. Social network logos follow each network's own brand rules.

Backgrounds & contrast

Pick the logo for the background, not the other way round. Light backgrounds take the red logo; Tripgic Red, dark colours and photographs take the white logo. On photography, place the logo over a calm, even area or a 40–60% dark overlay. Text must meet WCAG 2.1 AA (4.5:1 for body text).

SAMPLE	COMBINATION	CONTRAST	WCAG	USE
Aa	White on Tripgic Red	6.0:1	Pass AA	Logo, headings, b
Aa	Tripgic Red on White	6.0:1	Pass AA	Logo, links, button
Aa	White on Ink	17.9:1	Pass AA	Dark heroes, foote
Aa	Ink on White	17.9:1	Pass AA	Body text
Aa	Tripgic Red on Ink	3.0:1	Fail	Avoid — use white

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Social media branding

Profile pictures

Use the red wordmark on white on every platform, so Tripgic is recognisable in every feed. Files are circle-safe — nothing is cropped by round avatars.

Covers & banners

Tripgic Red with the white wordmark and the road motif. All text sits inside each platform's safe area, clear of profile pictures and mobile crops.

Consistency

Same name ("Tripgic"), same avatar and the handle pattern `tripgic` wherever available. Don't use filters or frames on the avatar.

PLATFORM	ASSET	SIZE (PX)	NOTES
Facebook	Profile picture	720 × 720	Circle-safe: wordmark withi central 76%
Facebook	Cover photo	1640 × 624	Safe area 1040×430 px, cer
LinkedIn	Company page logo	400 × 400	Circle-safe: wordmark withi central 76%
LinkedIn	Company page cover	1128 × 191	Safe area 860×130 px, cent
LinkedIn	Employee profile banner	1584 × 396	Safe area 1000×300 px, cer

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PLATFORM	ASSET	SIZE (PX)	NOTES
X (Twitter)	Header	1500 × 500	Safe area 1100×360 px, cen
YouTube	Channel icon	800 × 800	Circle-safe: wordmark withi central 76%
YouTube	Channel banner	2560 × 1440	Safe area 1546×423 px, cer
WhatsApp Business	Profile picture	640 × 640	Circle-safe: wordmark withi central 76%
Telegram	Profile picture	640 × 640	Circle-safe: wordmark withi central 76%
TikTok	Profile picture	720 × 720	Circle-safe: wordmark withi central 76%
Google Business Profile	Logo	720 × 720	Circle-safe: wordmark withi central 76%
Google Business Profile	Cover photo	1024 × 576	Safe area 860×420 px, cen
Open Graph / link sharing	Open Graph image (og:image)	1200 × 630	Safe area 1040×500 px, cer
Open Graph / link sharing	X card image	1200 × 675	Safe area 1040×520 px, cer
Open Graph / link sharing	LinkedIn link share	1200 × 627	Safe area 1040×500 px, cer
YouTube	Video watermark	150 × 150	Transparent white T mark
Any platform	Avatar — white (primary)	1080 × 1080	Default for every profile pic

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Sizes follow each platform's current recommended upload dimensions (November 2026). Platforms change specs from time to time — the assets are produced from vector, so new sizes can be generated without quality loss.

Favicons & app icons

The white T mark on a Tripgic Red tile. Small sizes (16–48 px) are hinted with a slightly larger mark so it stays crisp in browser tabs. The set covers every modern browser, iOS, Android, PWA install and Windows tiles.



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