Dragonpass
Brand Guidelines Lite

Version 1.1

This document sets out the guidelines for the successful implementation of our brand identity. It provides a practical and flexible framework to ensure global consistency with enough scope for creativity and initiative.

For additional information and support, you can reach out to the brand team via email or Teams. For design-related inquiries, please contact Nima Gashtasbi, and for brand or marketing information, reach out to Lauren Parker.

Disclaimer

"Dragonpass Brand Guidelines" contains guidelines for the communication of Dragonpass.
The document may also be used to guide external suppliers in producing materials
for Dragonpass in conjunction with contractual terms and agreements. It should not be
published or disseminated without prior permission of Dragonpass. Neither Dragonpass
nor any person acting on its behalf is responsible for the use that might be made based on
the information therein. "Dragonpass Brand Guidelines" is a living document that will be
regularly updated. The Brand Support Team welcomes questions and suggestions.

More isn't just our promise — it's our purpose. It's our drive. Our focus. Our measure. It lives in how we innovate, collaborate and co-create. Together, as one, in pursuit of excellence. More shapes how we serve — our customers. Our clients. Our partners. Ourselves. We take what's good and make it better. Because doing more is in our DNA.

We share values, drive and ambition with some of the world's leading brands. Together, we go further, reach higher, and deliver beyond what's expected. We turn ordinary, everyday experiences into extraordinary, unforgettable ones. And we are champions of better.

More isn't just what we offer — it's who we are.

Dragonpass. Your pass to more.

Your pass to more

Visual Identity

Wordmark logo

Our wordmark logo is our most valuable asset, expressing who we are and what we do. The Jupita circle is integrated into the Dragonpass wordmark, creating a visual connection that links our global platform brand with the company brand.

Our logo is always represented using our primary colours. Always and only use the following colour combinations - Midnight Blue on White or White on Midnight Blue.

MIDNIGHT BLUE: PANTONE 5395 C
CORAL RED: PANTONE WARM RED C

**Only use the supplied artwork files.**

Logomark

Our logomark design represents continuity, quality, and excellence, emphasising how our lifestyle and travel services seamlessly guide users from the start of their journey to a fulfilling conclusion. The mark also creates a visual connection with Jupita to confirm our Dragonpass is powered by Jupita.

The logomark is mainly used on social accounts, global app, mobile site and fav icon, keeping our personality front and centre. It can be safely used at a wide variety of sizes, as small as 16px (height) like our favicon. It should not be used where the full logo would be legible.

MIDNIGHT BLUE: PANTONE 5395 C
CORAL RED: PANTONE WARM RED C

Only use the supplied artwork files.
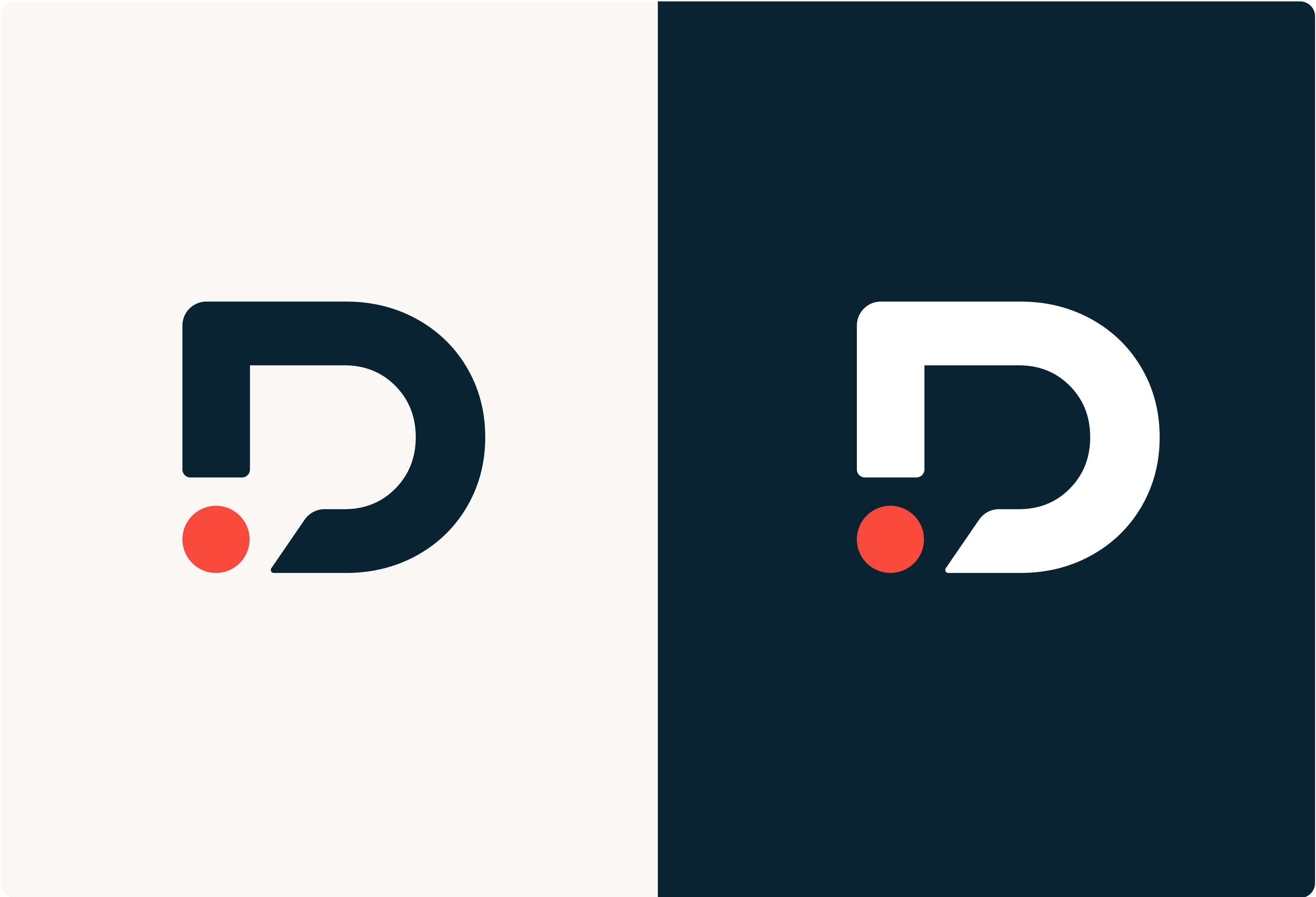
Wordmark exclusion zone

To ensure the clarity of the Dragonpass wordmark, always maintain the minimum clear space shown here. Use X as a metric for determining space allowance.

Dragonpass

Minimum size:
Digital X min = 20px
Print X min = 6mm

X

Minimum clear space: 1/2 X

Recommended clear space: X

1/2 X

Dragonpass

X = Height of the 'D'

X   D

Recommended clear space: X
Minimum clear space: 1/2 X

Primary colours

The primary colour palette serves as the core of our brand identity, shaping essential elements such as logos, typeface, icons, and backgrounds. We always prioritize these colors in our brand expression.

'Midnight Blue' and White serve as our default canvas colors, creating hierarchy and forming the foundation for all creative designs. However, the canvas colours can incorporate subsection colours to create visual hierarchy, enhance readability, and add depth to compositions. Overlay colours can also be applied to text and graphics to highlight key elements and guide the audience's focus, ensuring a cohesive and engaging brand experience across various applications.

Color presets are available for import into any Adobe application.

Midnight Blue
Pantone: 5395 C

RGB	CMYK	HEX
10	91	0A2333
35	73	
51	52	
	62	

Coral Red
Pantone: Warm Red C

RGB	CMYK	HEX
250	0	FA4A3D
74	85	
61	75	
	0	

Sophisticated Grey - Light

RGB	CMYK	HEX
250	1.35	FAF8F7
248	1.35	
247	1.35	
	0	

Sophisticated Grey - Mid

RGB	CMYK	HEX
237	6	EDEDED
237	4	
237	4	
	0	

Sophisticated Grey - Dark

RGB	CMYK	HEX
209	17	D1D4D4
212	11.5	
212	12.5	
	0	

Gradients

As a key element of our brand identity, colour gradients enhance the brand experience across both digital and offline spaces. They can be applied to graphics, web and app UI, as well as everyday marketing materials.

When applying gradients, it's important to carefully consider their placement and purpose. Our primary brand colours should always take the lead, with gradients used as a secondary element to enhance and support the overall visual design.

HEX FAF3EA
RGB 250, 243, 234

HEX F1EBF5
RGB 241, 235, 245
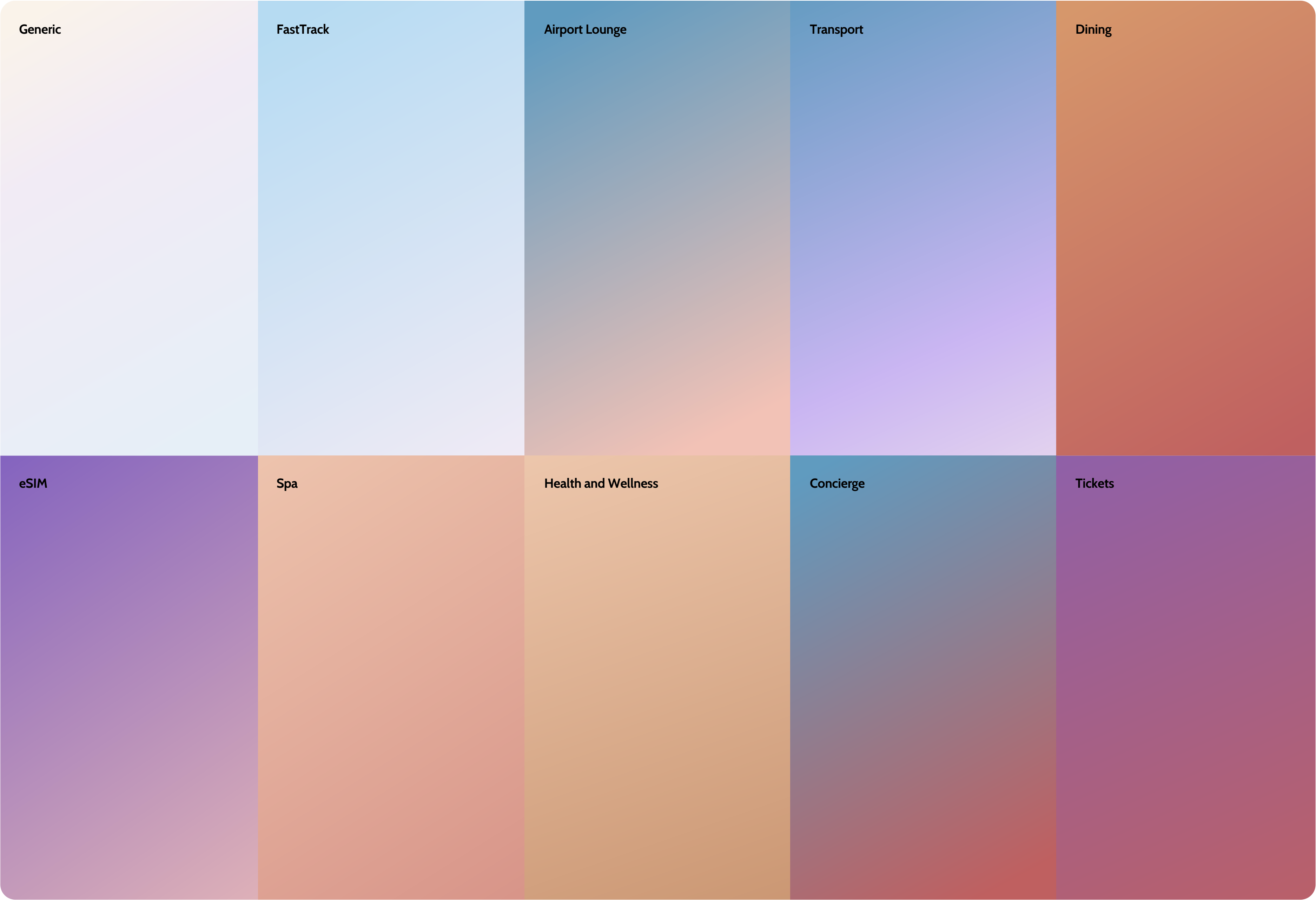
HEX F1EBF5
RGB 241, 235, 245
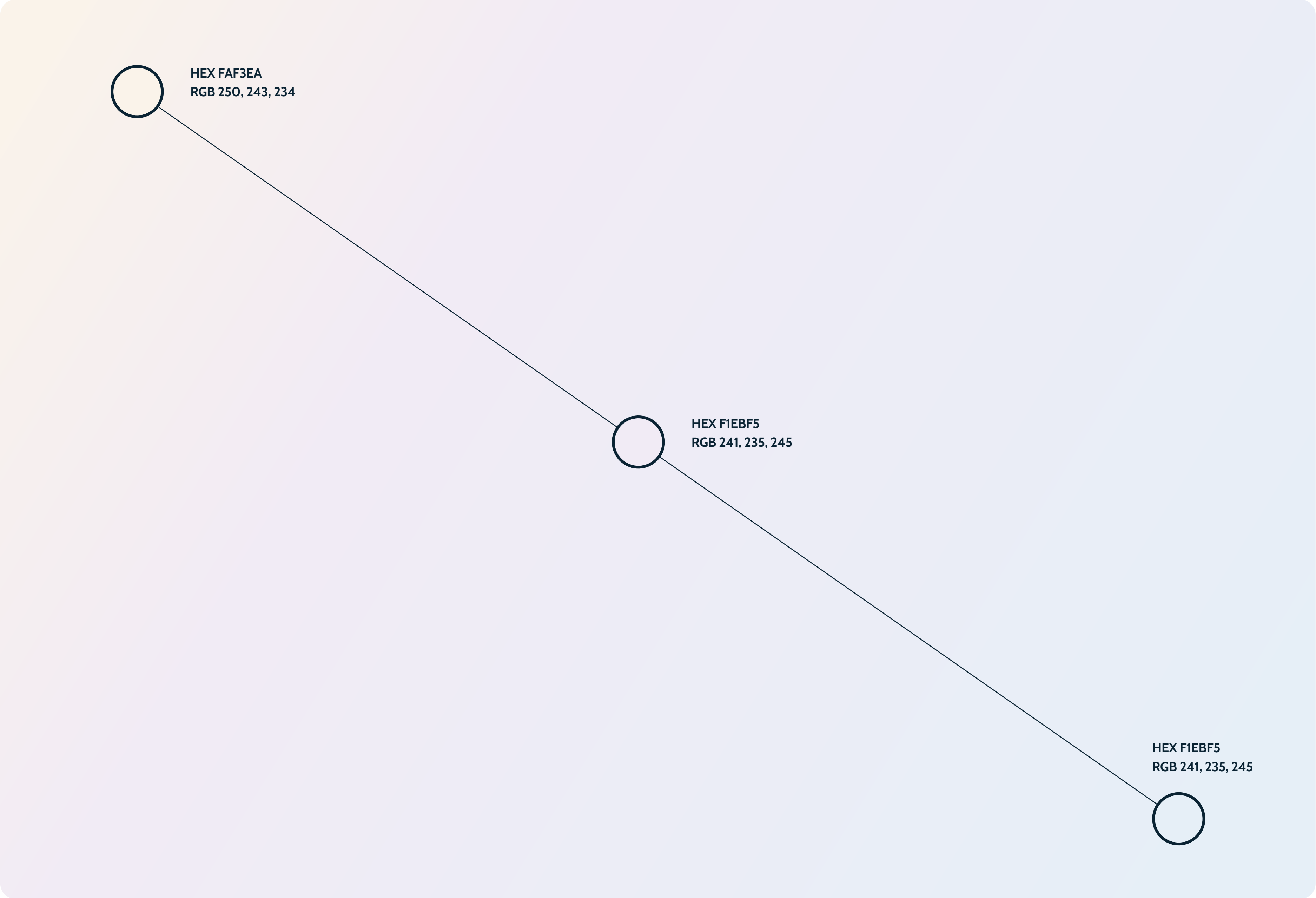
Gradients options

A range of colour gradients have been created for our products and graphical treatments. For usage, please see the brand in action section.

Use the generic gradient as the default background across most brand designs, as it provides a neutral and consistent foundation. Reserve product-specific gradients for visuals or graphic treatments that highlight individual products.
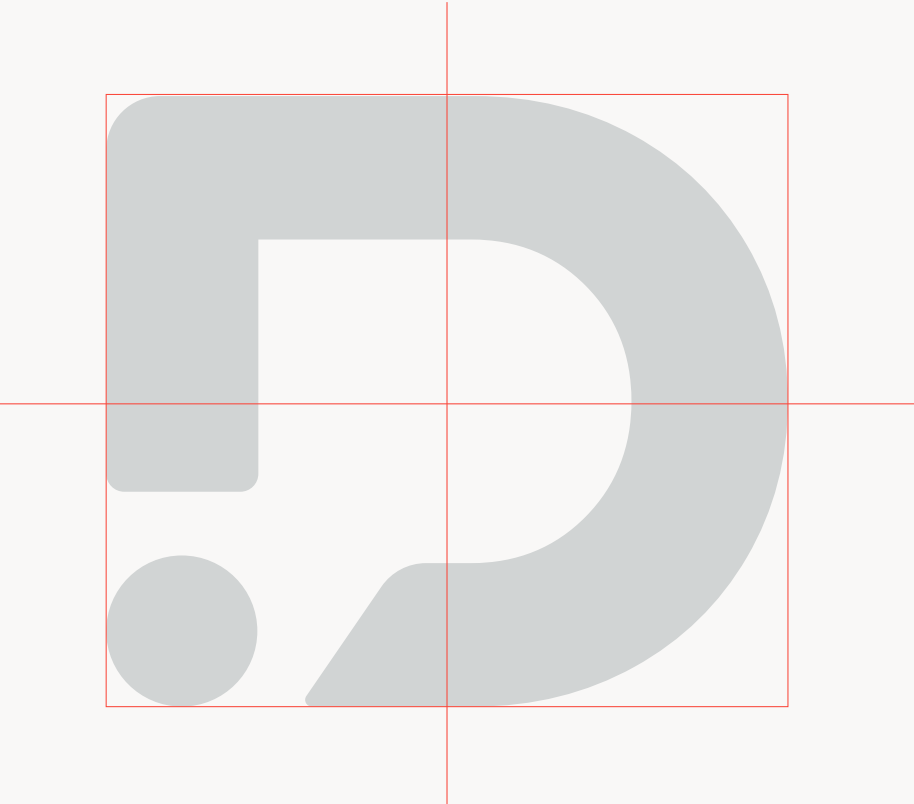
Only use the supplied artwork files.

Generic

FastTrack

Airport Lounge

Transport

Dining

eSIM

Spa

Health and Wellness

Concierge

Tickets

Building blocks

Dragonpass is built of many parts to create the best experiences for our customers. Using the logo we show this visually and use these building blocks to form the basis of our graphic identity.

The parts can be used in collectively or individual pieces.

Only use the supplied artwork files.

Building blocks in colour

Applying gradient colours to the building blocks can enhance the overall visual experience, adding depth and creating focal points within the composition. Combining multiple coloured blocks can be effective, but should be done with care—there's a time and place for this approach. Avoid overusing colour blocks or mixing them with too many design elements and images, as this can compromise the simplicity and clarity essential to clean, effective communication design.

Please see the usage in the layout and brand section.

Only use the supplied artwork files.
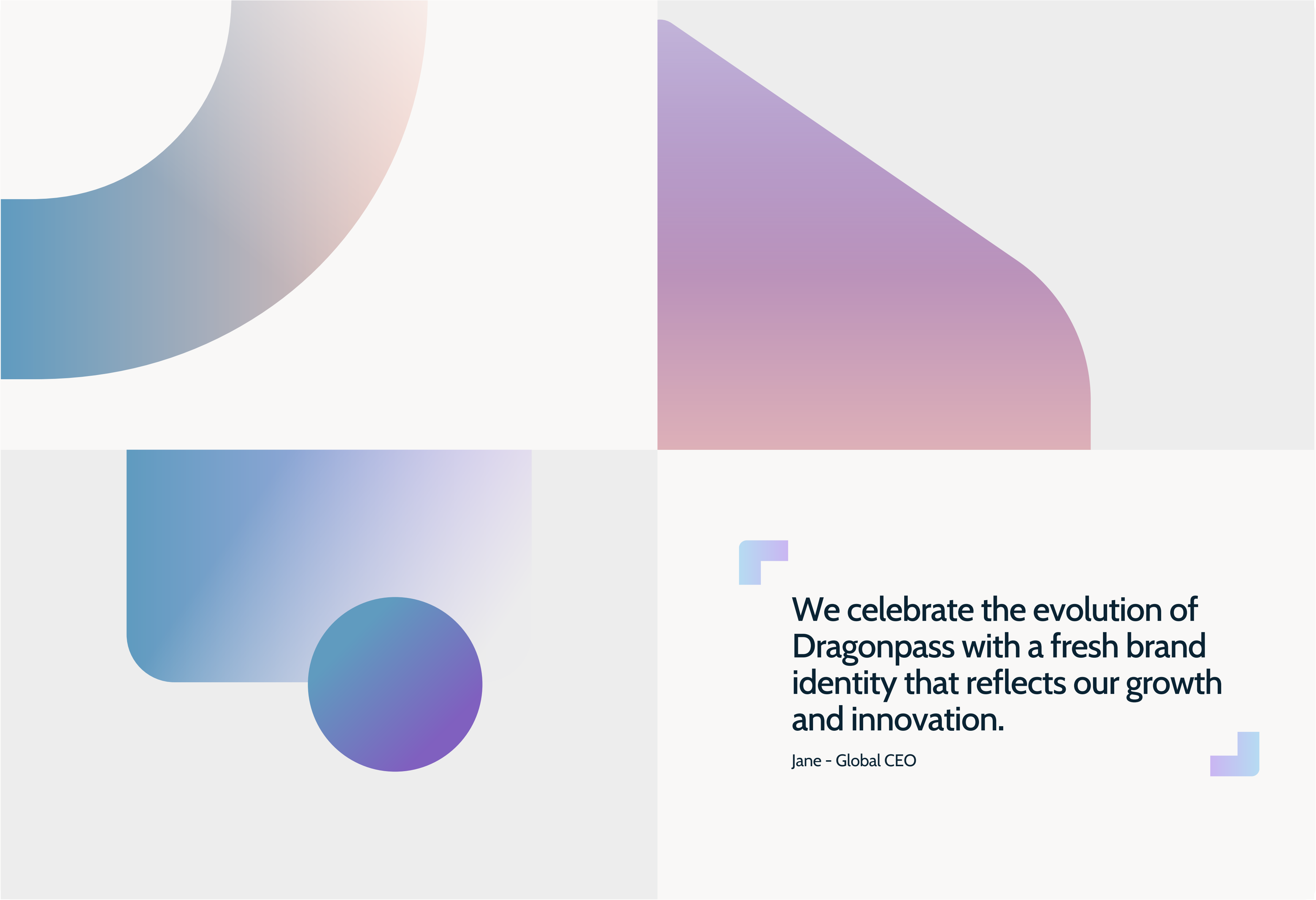
We celebrate the evolution of Dragonpass with a fresh brand identity that reflects our growth and innovation.

Jane – Global CEO

Generic icons

Phosphor is a flexible icon family for interfaces, diagrams and presentations. With more than 6,000 icons to choose from, we use the Phosphor Icons tool for all our user interface and user experience applications.

Please only use the lightl version to best align to our brand look and feel.

Light

Type in description here

96px #000000
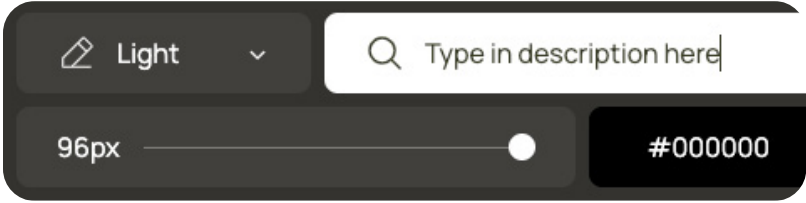
For icon downloads, please visit: https://phosphoricons.com

All icons are available in the brand portal.
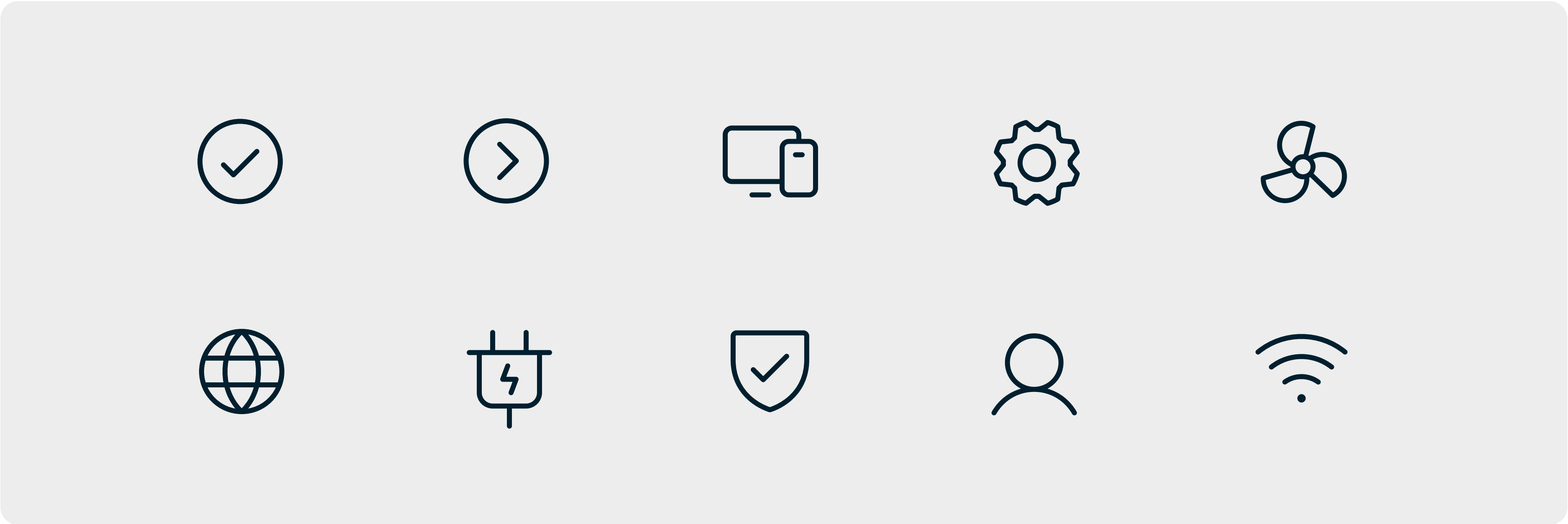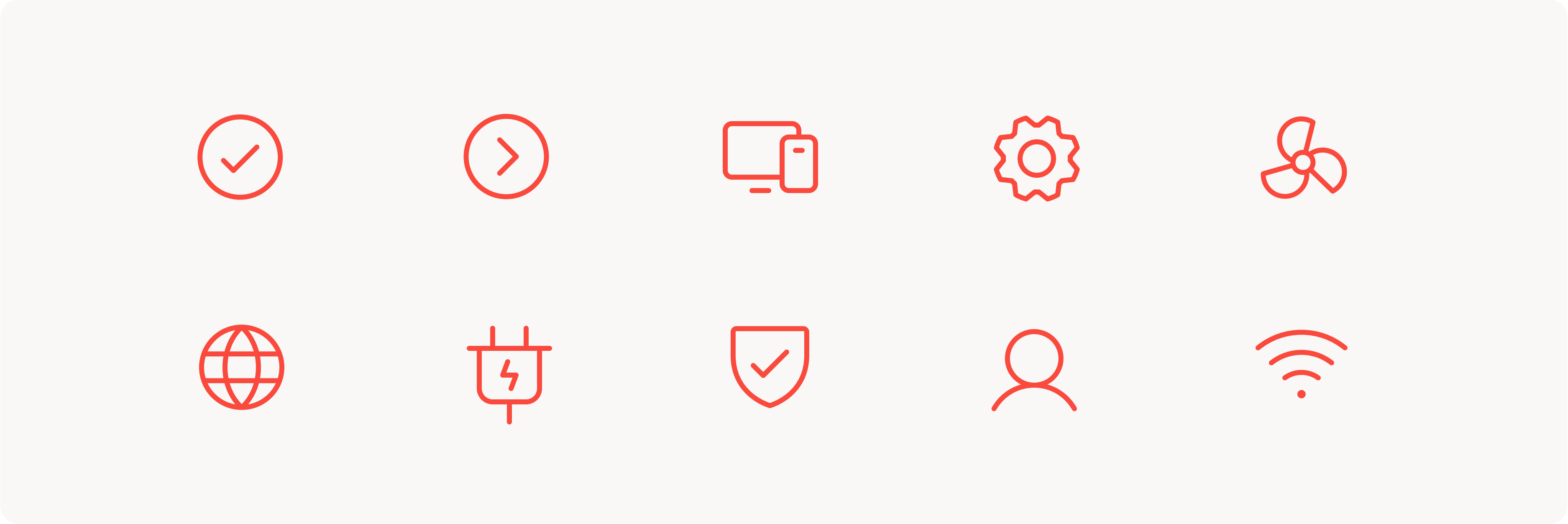
Typography / primary typeface

Google Cabin

Google Cabin is our brand font. It is used for headlines, subheadings, body copy and captions. As Google font Cabin is widely accessible, creating a consistent brand experience across all platforms and users. With modern, round and consistent sans-serif characteristics, Cabin personifies our brand's modernity and accessibility.

All fonts can be accessed through our brand portal or downloaded directly from the Google Fonts website.

Aa

Font Weights

Regular Medium Semi-bold Bold

Font Characters

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !£$%^&*(){}:"/

Default Type settings

1. Headlines - Cabin Regular / Bold
Tracking: -20
Leading: x Space

2. Sub headline - Cabin Medium
Tracking: -20
Leading: x Space

3. Copy - Cabin Regular
Tracking: -10
Leading: +6

4. CTA - Cabin Bold
Tracking: 0
Leading: x Space

5. Legal copy - Cabin Regular
Tracking: -10
Leading: +5

6. Headline on colour - Cabin Bold
Tracking: -20
Leading: x Space

7. Colour headlines - Cabin Medium / Bold
Tracking: -20
Leading: x Space

All fonts can be accessed through our brand portal or downloaded directly from the Google Fonts website.

① # Line spacing should be measured using the 'x-space'

X

X

X

X

② ## Subheadline on one or on several lines Itatur simusci tincia est incidus, sae nos non culpa sequis sunt offictur.

③ Google Cabin Family Guide to creating the Co-branded logos. use X as a metric for determining space allowance. The font used for co-branding is Google Poppins Medium and Semi-Bold.

④ **Download App**   Learn more

⑤ Legal notice Suntorent ad entionsed quatemp orrovit quam nation rest estia ilist, occuscid ute invernat et experum int dolorep udionse quamust moluptur Uris magnima gnimin pelecum, secto quia qui dolorrumquis ene aruntia nobita deres et et, netum eaquidi gendiae rem int qui venduntis molori omnis volenitat

⑥ ## Titles for sections

⑦ ## Tech-powered

Typography treatments

1. Key benefits and features call out
Use gradients to highlight key benefits and features where emphasis is essential—but apply this treatment sparingly to maintain impact and avoid visual clutter.

2. Small title callout
Using Coral Red to highlight a keyword in a title can help add emphasis. Apply this treatment selectively when a specific word needs to stand out in small long sentnece.

3. Bulleted and numbered list
Using Coral Red to highlight a keyword in a title can help add emphasis. Apply this treatment selectively when a specific word needs to stand out in small long sentnece.

Only use the supplied artwork files.

1

Cabin Bold + **Gradient**

Discover exclusive travel and lifestyle benefits

Cabin Regular – **Midnight blue**

2

Are you a company, looking to reward your customers?

Cabin Medium
Coral Red

3

→ Global Network

→ Bespoke App

→ Proven loyalty driver

→ Clear ROI

Secondary typeface and system fonts

Secondary typeface - Google Poppins
Google Poppins offers a range of weights, giving UX and UI designers greater flexibility when creating digital products such as apps and websites. This allows for effective design of all elements—from UI components to navigational CTAs—while using our primary font, 'Cabin,' for headlines and titles.

System Font - Arial
In situations where the primary brand fonts are unavailable due to technical limitations or system compatibility, please default to Arial, as it is widely supported across all devices and ensures consistent text display.

All fonts can be accessed through our brand portal or downloaded directly from the Google Fonts website.

Secondary typeface for digital products only

Google Poppins
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !£$%^&*(){}:"/

System fonts - used when primary typeface is unavailable.

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !£$%^&*(){}:"/

International typeface for translation

Google Noto Sans
This font is specifically designed for multilingual use and is a good option for supporting a wide range of languages. It is well-suited for use in international translations due to its comprehensive language coverage. If the website or any marketing materials need to display Chinese or Arabic text, please use Google Noto Sans.

For example:

For Chinese please use 'Noto Sans Simplified or Traditional CN.

For Arabic: Please use Noto Sans Kufi Arabic.

For Brazilian, please use Noto Sans Portuguese

All fonts can be accessed through our brand portal or downloaded directly from the Google Fonts website.

Chinese

Noto Sans Simplified CN
这是我们的中文字体

Arabic

Noto Kufi Arabic
هذا هو الخط الصيني لدينا

Photography

Photography overview

Our photography is structured into three tiers: Brand, Lifestyle, and UGC / Social. This hierarchy ensures that the brand images align with overarching brand communications, lifestyle images serve editorial purposes for the website, newsletters, and UGC imagery and videos to bring authenticity to customer-facing channels.

All images are available in the brand portal.

Brand

Lifestyle

UGC / Social

Brand imagery

Our brand imagery is an integral part of our identity, showcasing the products we offer to clients and customers. The goal is to eliminate noise and distractions, keeping the focus on the experience while ensuring the images remain practical for use across both online and offline channels.

The brand imagery should be used for brand level communication and area like website, app, paid media, OOH, airport screens and marketing materials.

When using images, please refer to the crop guides for guidance on scaling and framing.

All images are available in the brand portal.

Lifestyle imagery

Whether capturing lifestyle images in the studio or sourcing them from iStock, it's essential to meet our standard requirements. These include:

1. Quality: Ensure the images align with our artistic brand vision, featuring strong composition, proper lighting, and compelling visual storytelling to evoke emotion.

2. Environment: Avoid distractions and cluttered scenes. Use only relevant props and sets to maintain focus on the product.

3. Framing: Close-up crops can enhance visual communication, helping users engage more effectively. Consider composition and focal points to direct attention where needed.

All images are available in the brand portal.

UGC / Social

To create a standout presence on social and Instagram specifically, our content needs to evoke a sense of luxury and warmth. We should aim for an aesthetic that feels both elevated and inviting to align with the new Dragonpass branding.

Close up crops of the lounges works nicely if there's nice furniture or features. Incorporating a subtle human element also works well, e.g., hands or people in the lounge adding a little life to the images people can resonate with.

Maintaining a cohesive visual style will set us apart by ensuring a unified, consistent look across all posts, giving our feed a stronger, more distinctive identity.
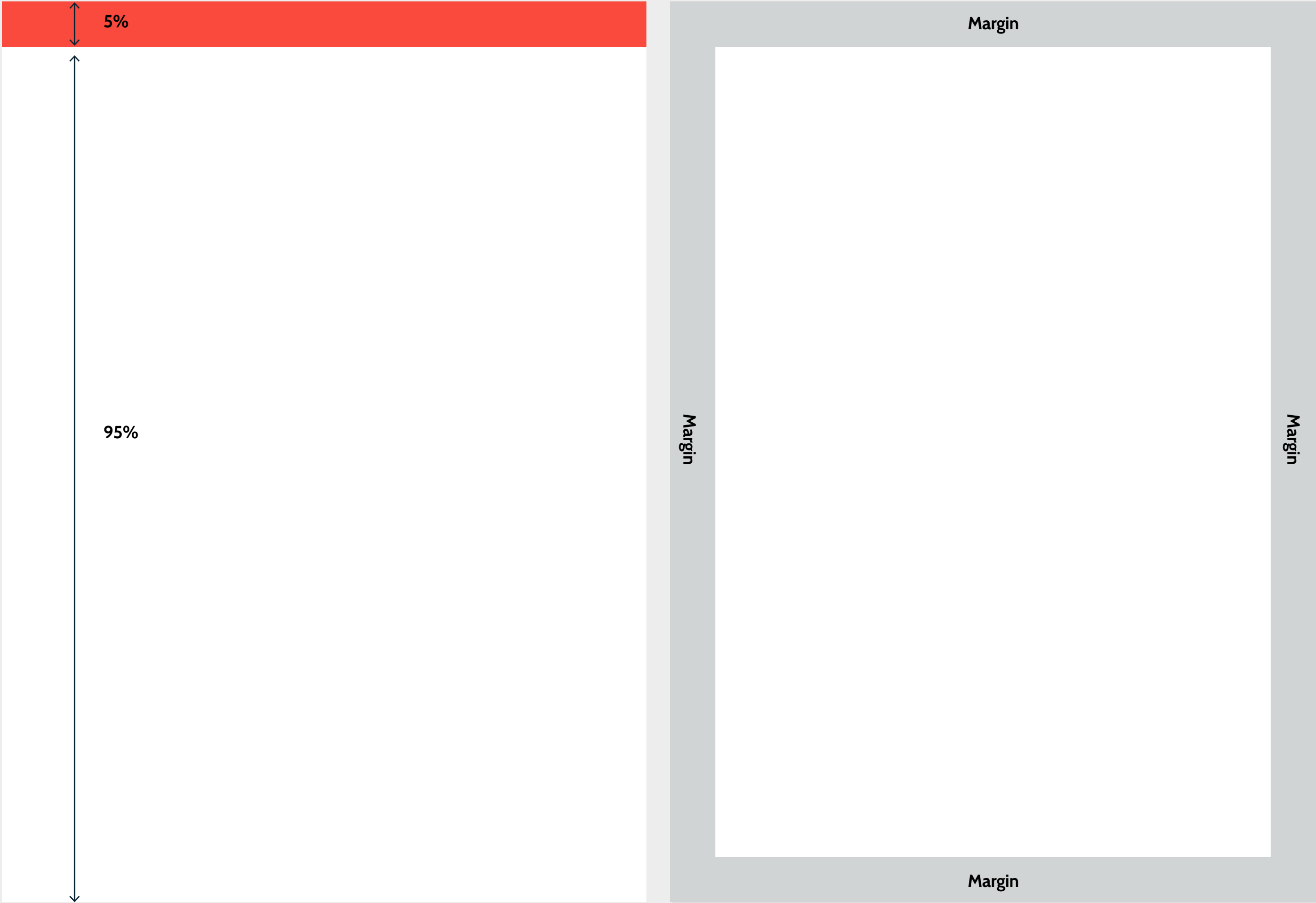
Layout

Margins

Margin
The layout margin is determined by measuring 5% of the longest side. In some extreme cases very wide or very tall) applications, your margins may need to be adjusted manually for optical correctness.

Margin

Templates are available in the brand portal.

5%

95%

Margin

Margin

Margin

Margin

Minimum logo sizes

The minimum of a width of the logo is 4 times the width of the margin. This ensures our logo scales proportionally with each application.
Note: In cases where the logo needs
to be more visible, like billboards,
logo size can be increased for visibility.

Templates are available in the brand portal.

Margin

Margin

Margin

Margin

Dragonpass

4 x margin   margin

Margin

Margin

Margin

Margin

Dragonpass

4 x margin   margin

6
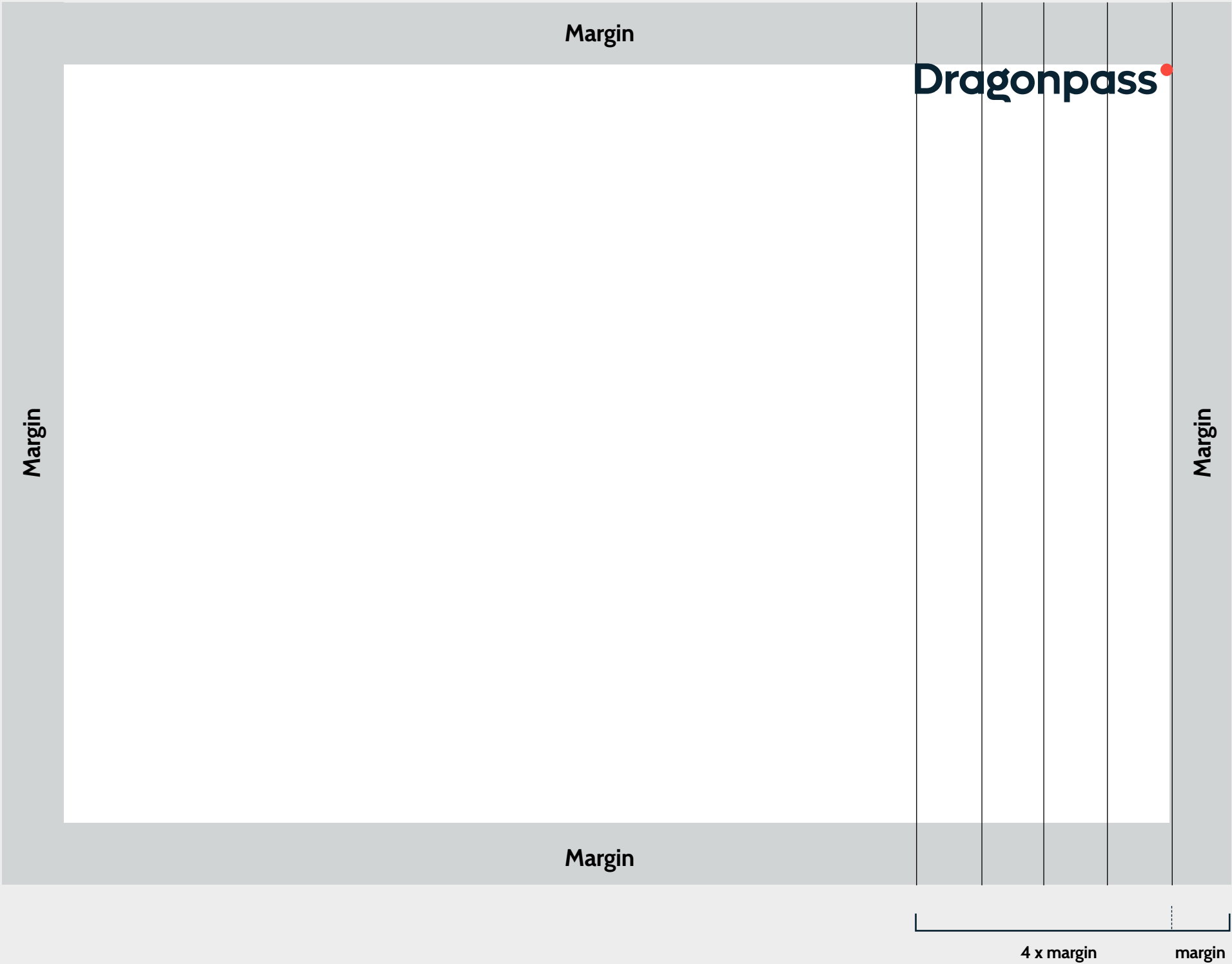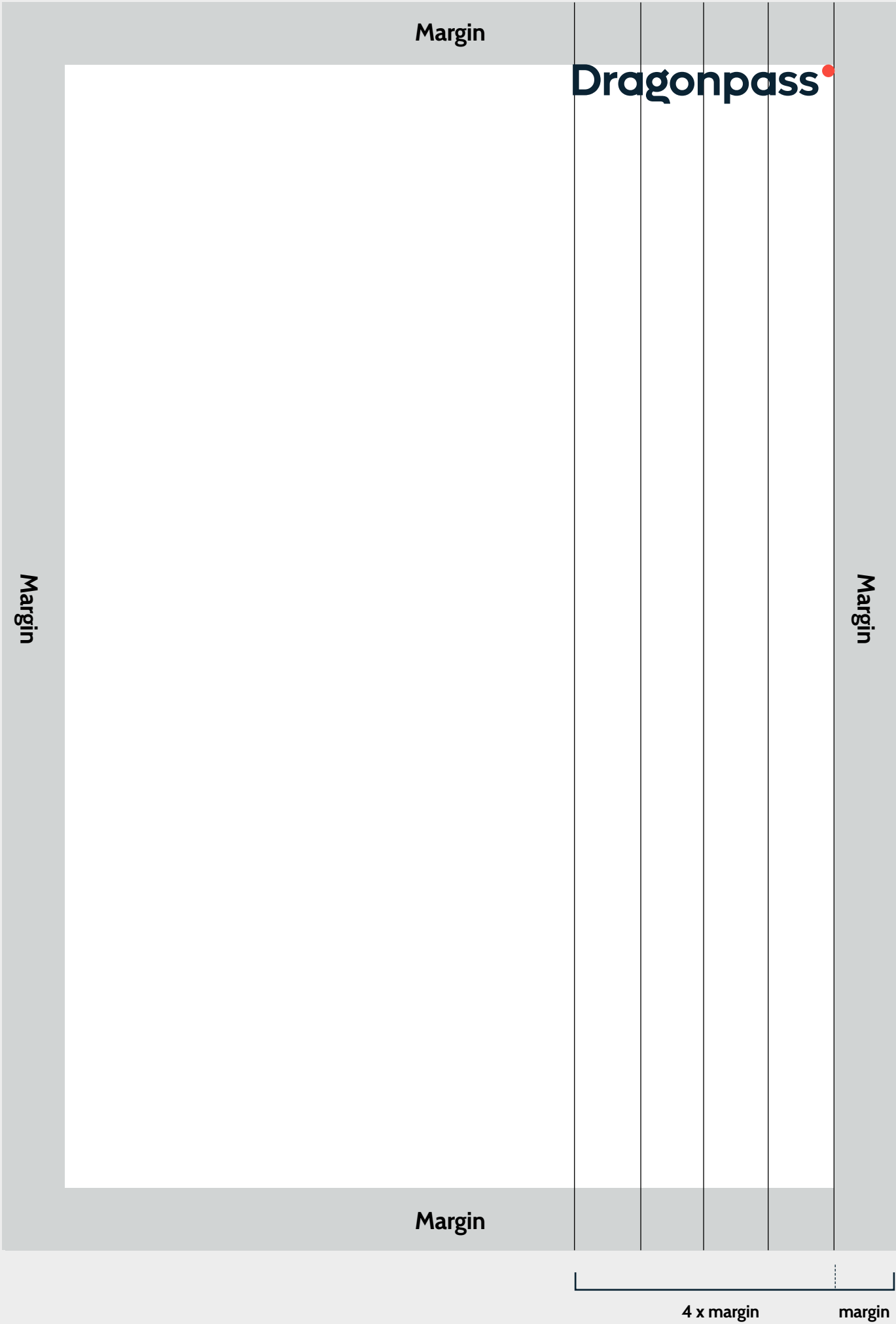
Modular Grid

Grid system

The brand follows a simple and adaptable modular grid system for structuring layouts for print and digital applications. This flexible approach ensures consistency, alignment, and a balanced composition while allowing creative freedom to accommodate various content types.

In some extreme cases very wide or very tall) applications, your grid may need to be adjusted manually.

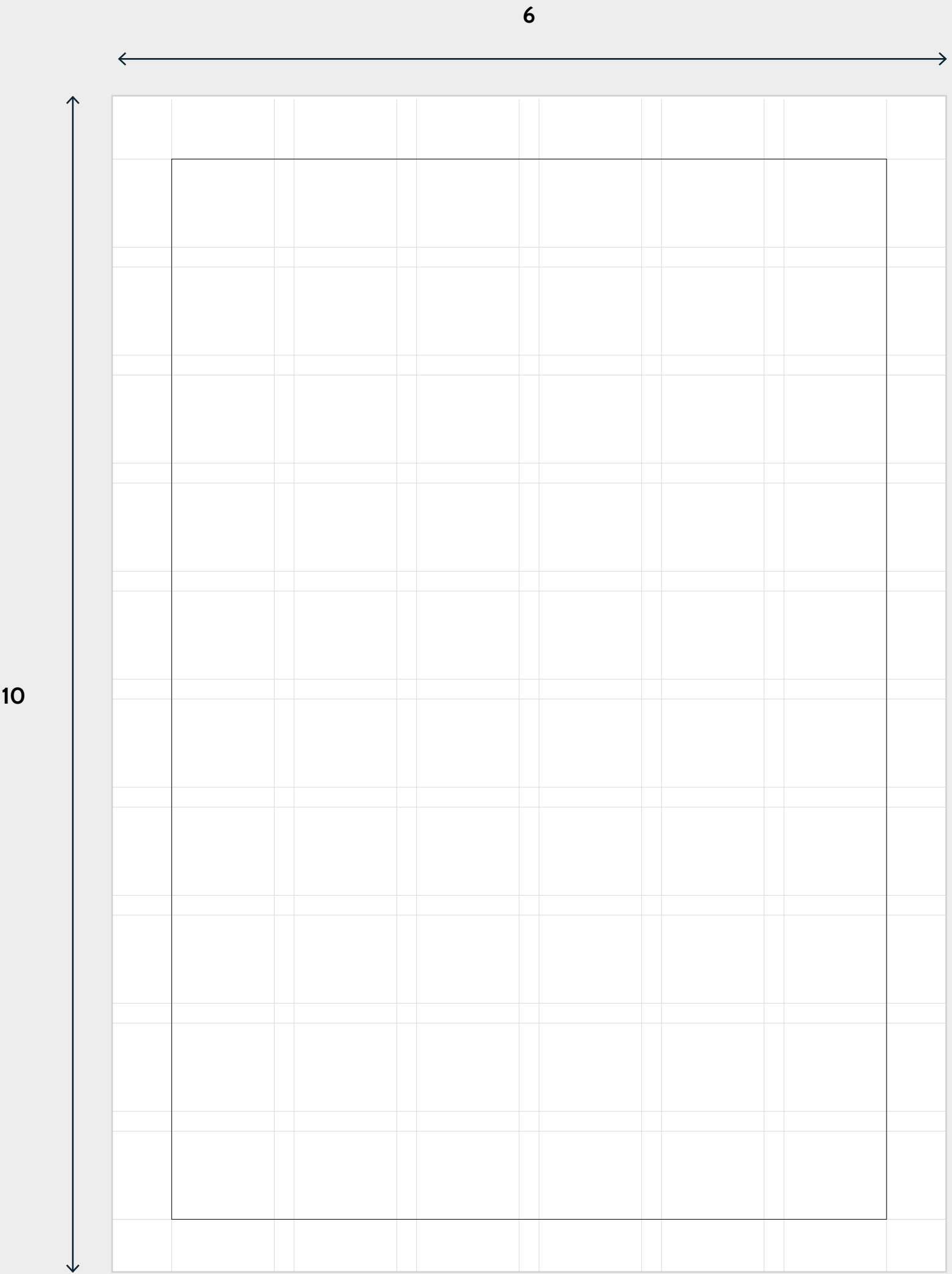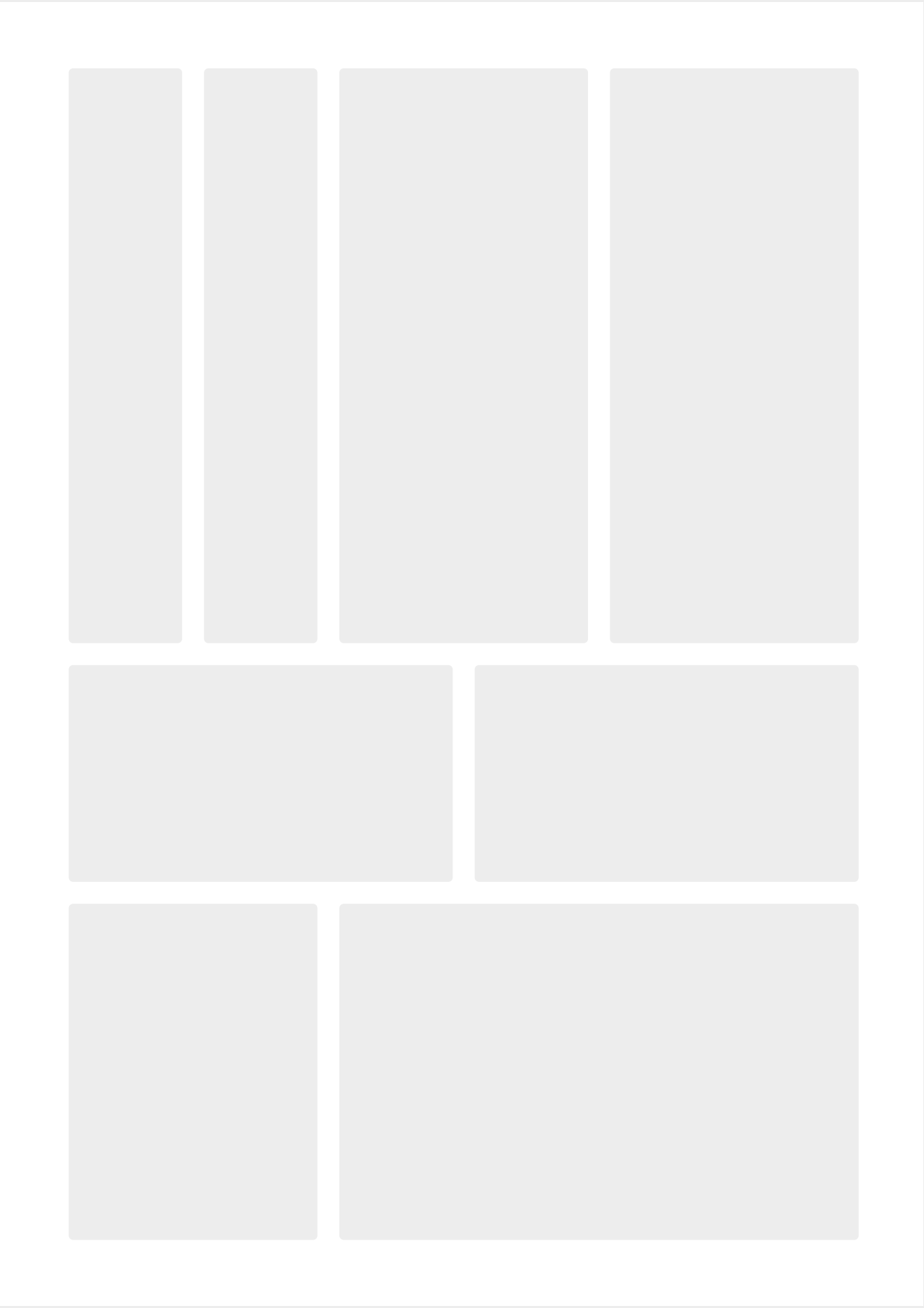To create a grid, first set up the page margin. You can follow the guidance on the previous page for creating the correct margins.

10

Portrait grid:
Rows: 10
Columns: 6
Gutter: 5mm
Fit guides to margins
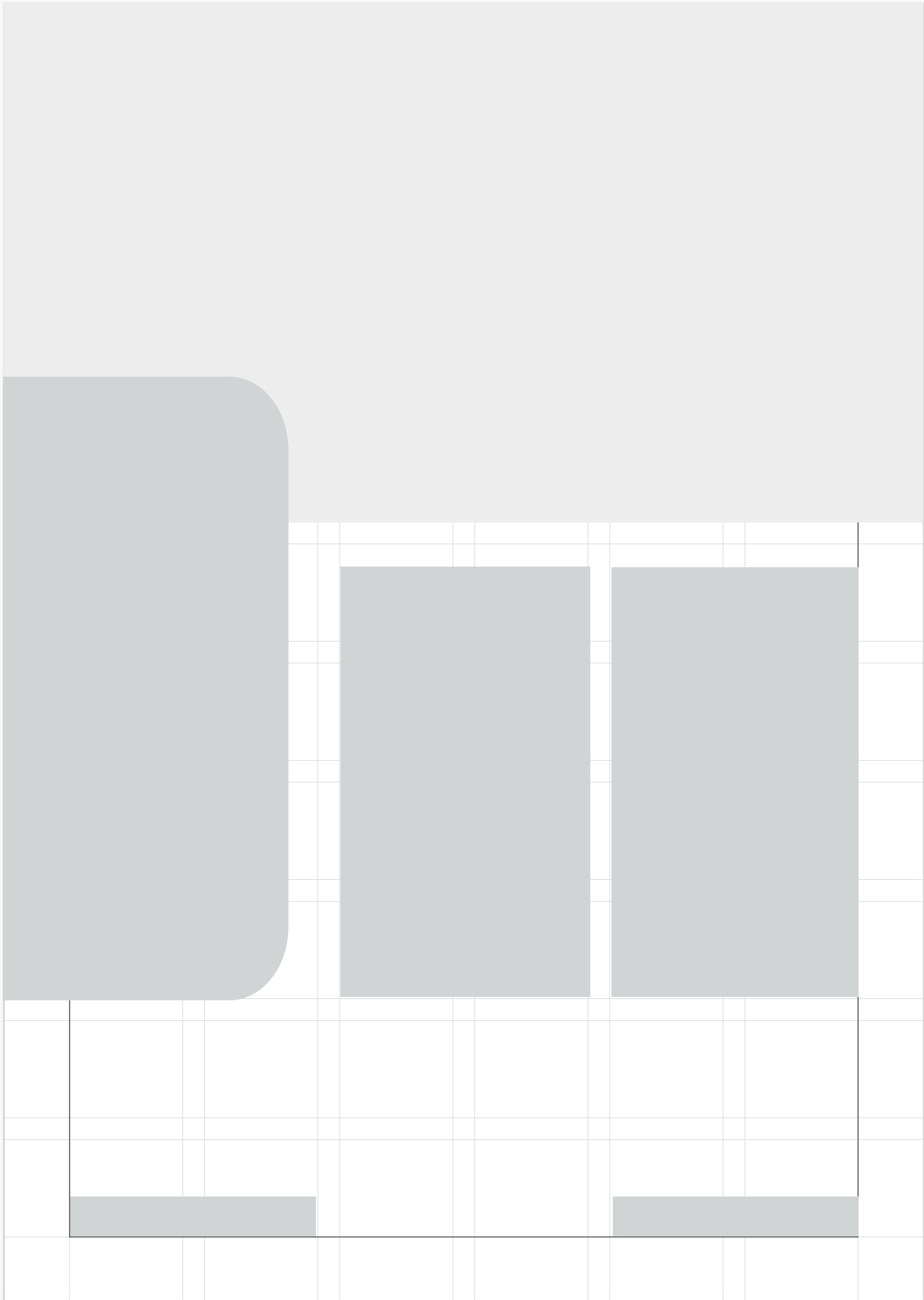
Templates are available in the brand portal.

For this demonstration, we are using A4 size.

Using the grid system

The grid system helps creating a well-balanced compositions across both print and digital. Be mindful of how you position graphical elements and images—establishing visual hierarchy is essential for guiding the viewer through the content.

This biography page example demonstrates the effective use of brand colours, scale, and spacing to achieve a clean, professional layout. It ensures the content is easy to read while allowing key elements, such as the brand logo and imagery, to stand out.

Andrew Harrison-Chinn

CMO of Dragonpass

With 40 million customers, DragonPass is predominately know as a tech company that offers loyalty benefits via a travel and lifestyle platform to some of the biggest companies in the world. The platform includes access to over 1,700 airport lounges and experiences worldwide in over 140 countries, whilst providing clients greater flexibility and customisation.

Starting his career in public relations and crisis management, Andrew transitioned onto the structured rates and inflation trading desk at Barclays Capital where he served for five years. He left Barcap to do a fulltime MBA at Cranfield University School of Management, where he had the opportunity to

work for a venture capital firm in Kathmandu, Nepal. Following his MBA, he returned to Barclays but in the retail and corporate bank to run packaged bank accounts before joining Dragonpass. Further educational achievements include an undergraduate in business from Hertfordshire and Postgraduate Diploma in Organisational Leadership from Saïd Business School, University of Oxford.

Beyond his corporate responsibilities, Andrew is committed to helping children from disadvantaged backgrounds get into STEM education, serving as Chairman of the Board of Trustees at STEMunity since January 2021.

dragonpass.com

Dragonpass

Grid system for social platforms

Our modular grid system can be adapted for digital and social use by following the same core formula. However, because digital formats vary in size—especially across social channels—the number of rows and columns should be reduced to ensure the layout remains clear, functional, and visually balanced.

Ensure all content—including copy and graphics—stays within the designated margin area to maintain sufficient negative space and a clean, professional layout. Additionally, always consider platform-specific guidelines to prevent user interface elements (such as buttons or overlays) from obscuring your content.

16:9 Grid: 8x4
9:16 Grid: 4x8
3:4 Grid: 4x6

Templates are available in the brand portal.
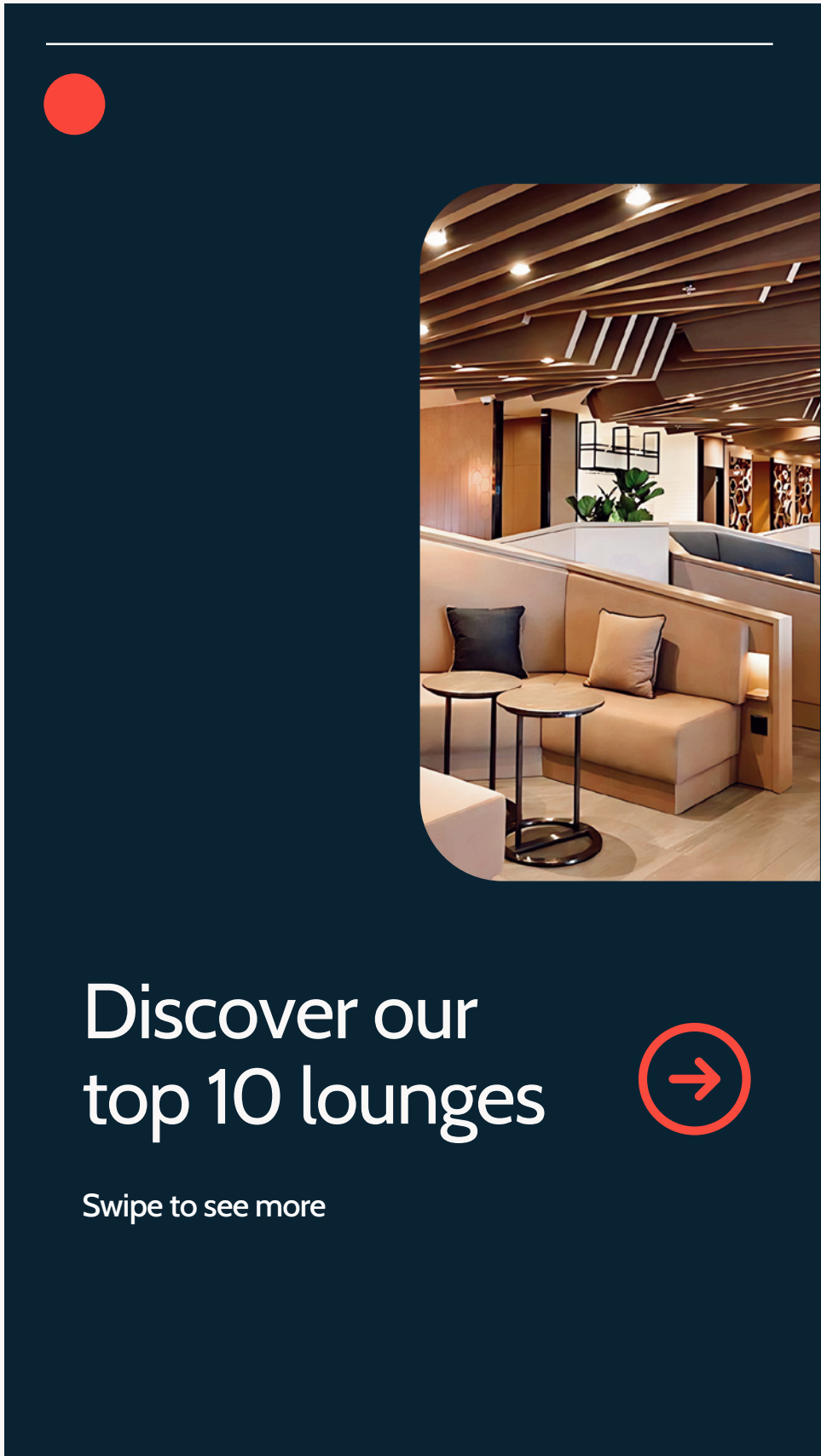
9:16

3:4

16:9

Using the grid for social platforms

This version of the grid is designed with a digital-first approach, helping to improve content structure and layout by ensuring better alignment, readability, and consistency across various screen sizes and platforms.


9:16 social size

Discover our
top 10 lounges

Swipe to see more

01

Premium Lounge
Doha airport
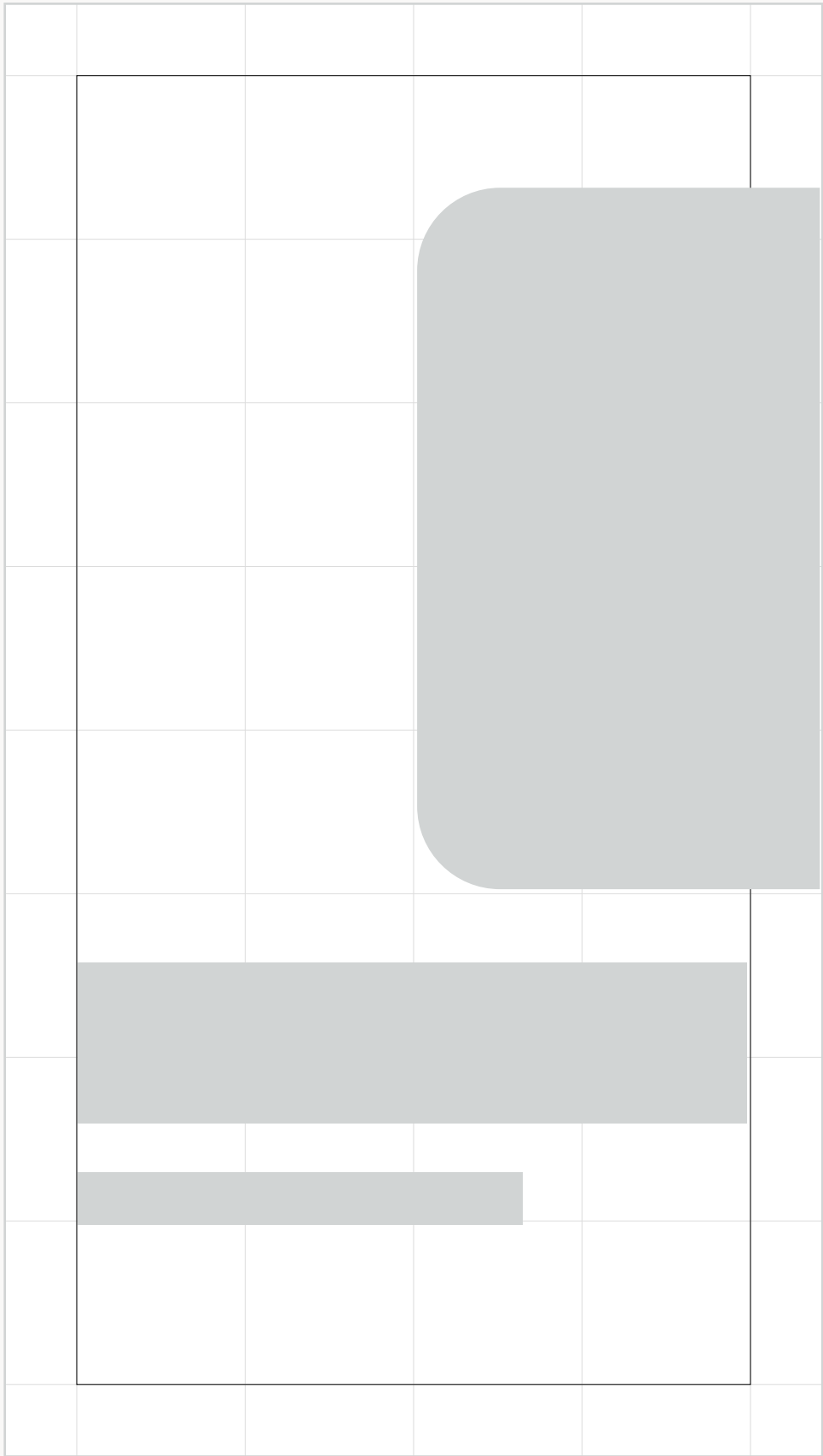
Using the building blocks in layouts

The building blocks are a key visual tool designed to elevate the brand experience while providing structure and clarity to our layouts. They serve as guides for alignment, helping to create balanced and cohesive compositions across all formats. Flexible and scalable, the blocks can be adapted to different page types and sizes, ensuring consistency and visual harmony whether used in print or digital applications.
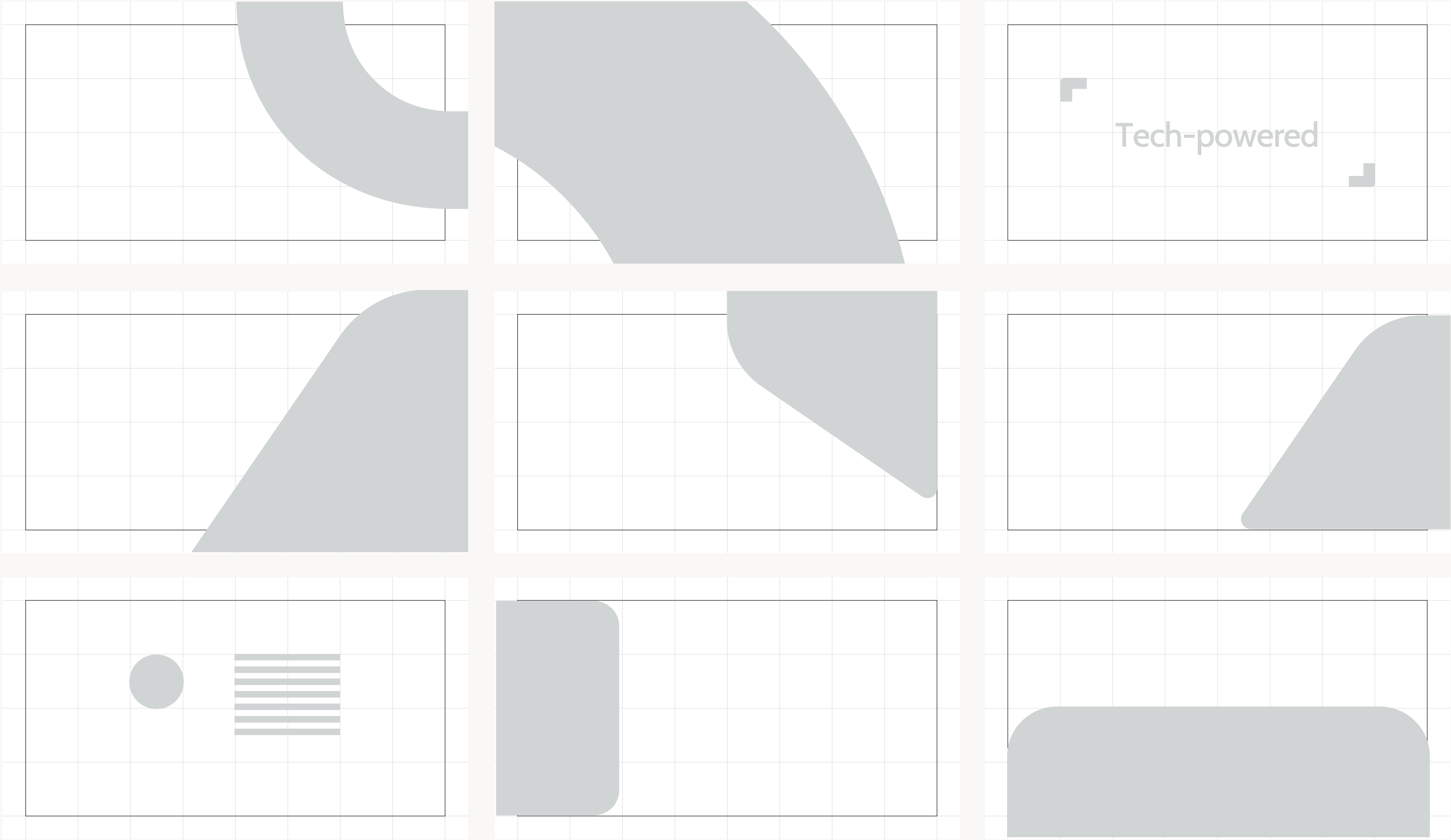
All brand assets are available in the brand portal.

Tech-powered

Using the building blocks in layouts

These composition layouts are versatile and can be applied to both still imagery and video content. They work well across a range of formats including advertising, presentation slides, brochures, pull-up banners, and other online/offline materials.

In motion, these layouts help bring the brand identity to life—shapes can be animated through movement and scaling, or used creatively for transitions, adding energy and consistency to branded content.

All brand assets are available in the brand portal.