



Dragonpass Brand Guidelines Lite

Version 2.0

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

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Our brand

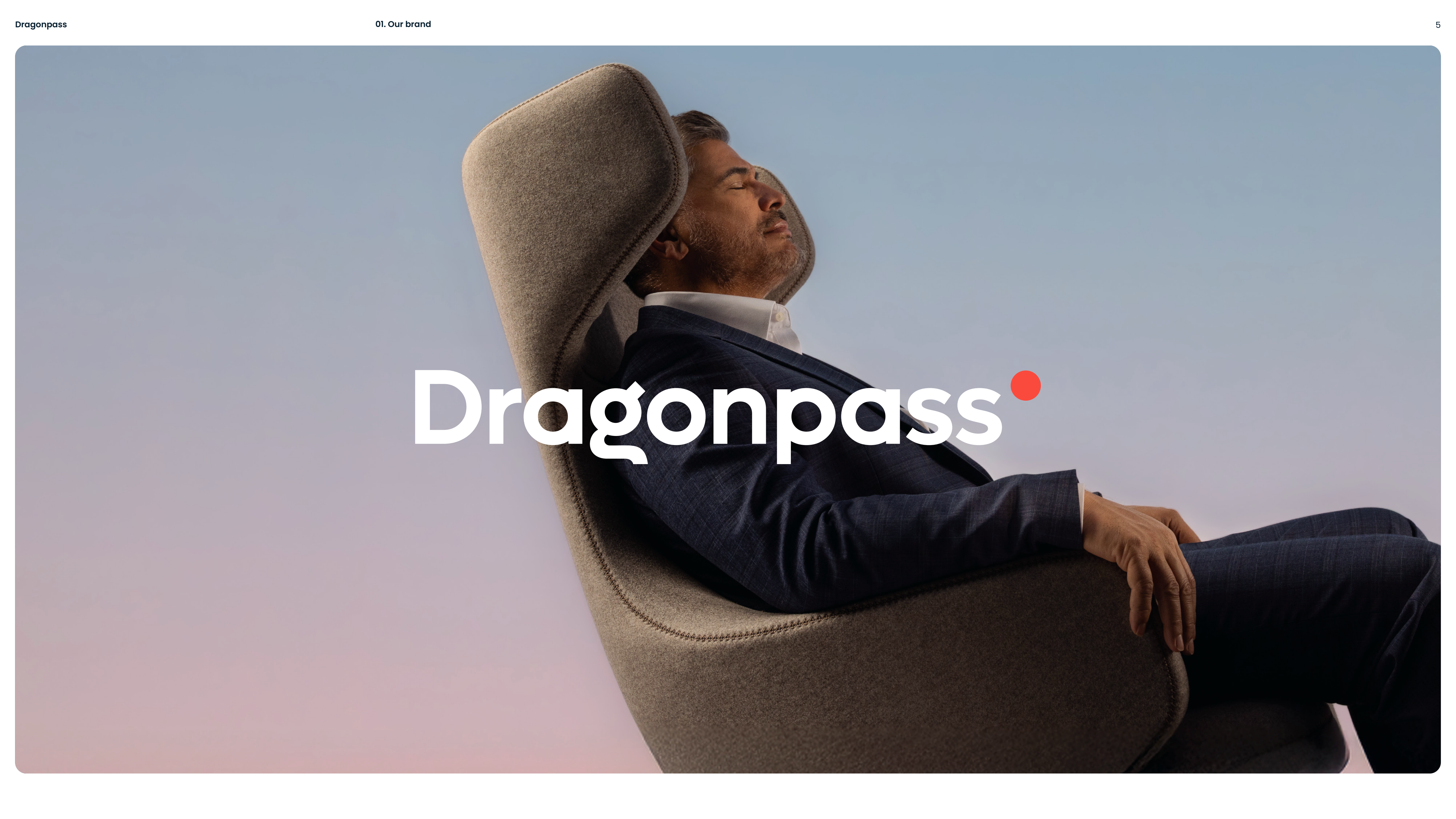
More isn't just our promise – it's our purpose. It's our drive. Our focus. Our measure. It lives in how we innovate, collaborate and co-create. Together, as one, in pursuit of excellence. More shapes how we serve – our customers. Our clients. Our partners. Ourselves. We take what's good and make it better.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

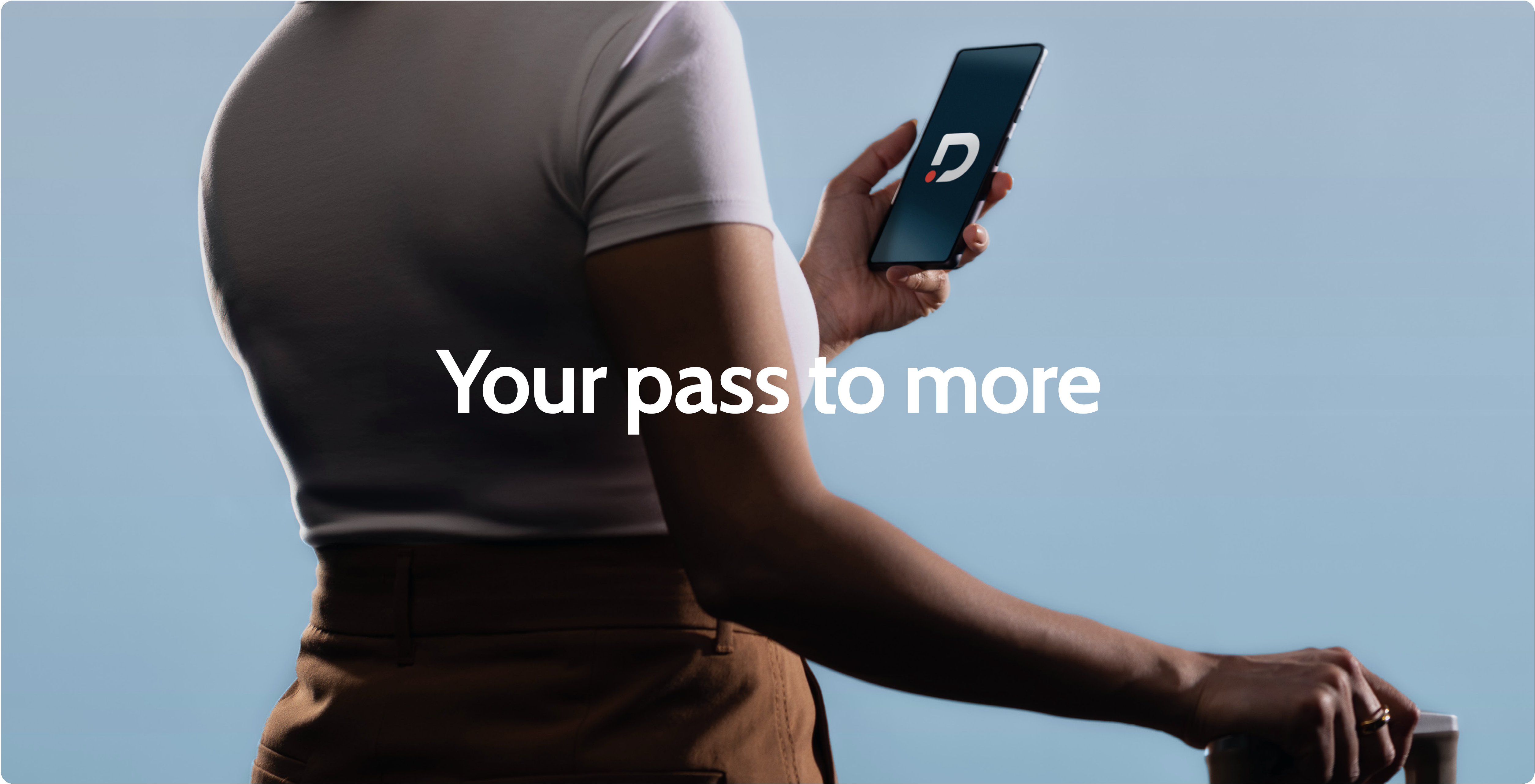
More isn't just what we offer – it's who we are.

Dragonpass. Your pass to more.



A man with a beard, wearing a dark blue suit and a white shirt, is reclining in a modern, light grey armchair. His eyes are closed, and he has a peaceful expression, suggesting relaxation or sleep. The background is a clear, light blue sky. The Dragonpass logo is overlaid on the image, featuring the word "Dragonpass" in a large, white, sans-serif font, followed by a small red dot.

Dragonpass



Your pass to more

Visual Identity

3.1 Brand logo

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.

Dragonpass[•]

Dragonpass[•]

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.



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.



X = Height of the 'D'



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

Dragonpass

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

Logo Misuse

Do not diminish the value of our logo.



✗ Do not use the logo without the Jupita circle.



✗ Always use the logo in the primary palette.



✗ Don't distort in any shape or form.



✗ Don't position on an angle.



✗ Don't create new lockups.



✗ Do not use the logo on busy backgrounds.

It's important to note
This is not an exhaustive and all-encompassing list.
It demonstrates examples to avoid and applies to
our logo. In short, never alter the value of our logo.
And when in doubt, leave it be.

International logos

The International wordmark logo can be used locally on websites, apps and marketing materials. The example below shows the Chinese and Arabic version. We can create these lockup for every country if needed.

When creating the international logo lockups, please use the X as a metric for working out the spacing.

All our International translations for Dragonpass lockups use the google Noto Sans.

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

Only use the supplied artwork files.



Trademark logos ® TM

The Trademark symbol simply indicates that the logo is trademarked, though its use is not legally required. It is best suited for the website, where it will be visible and accessible to all.

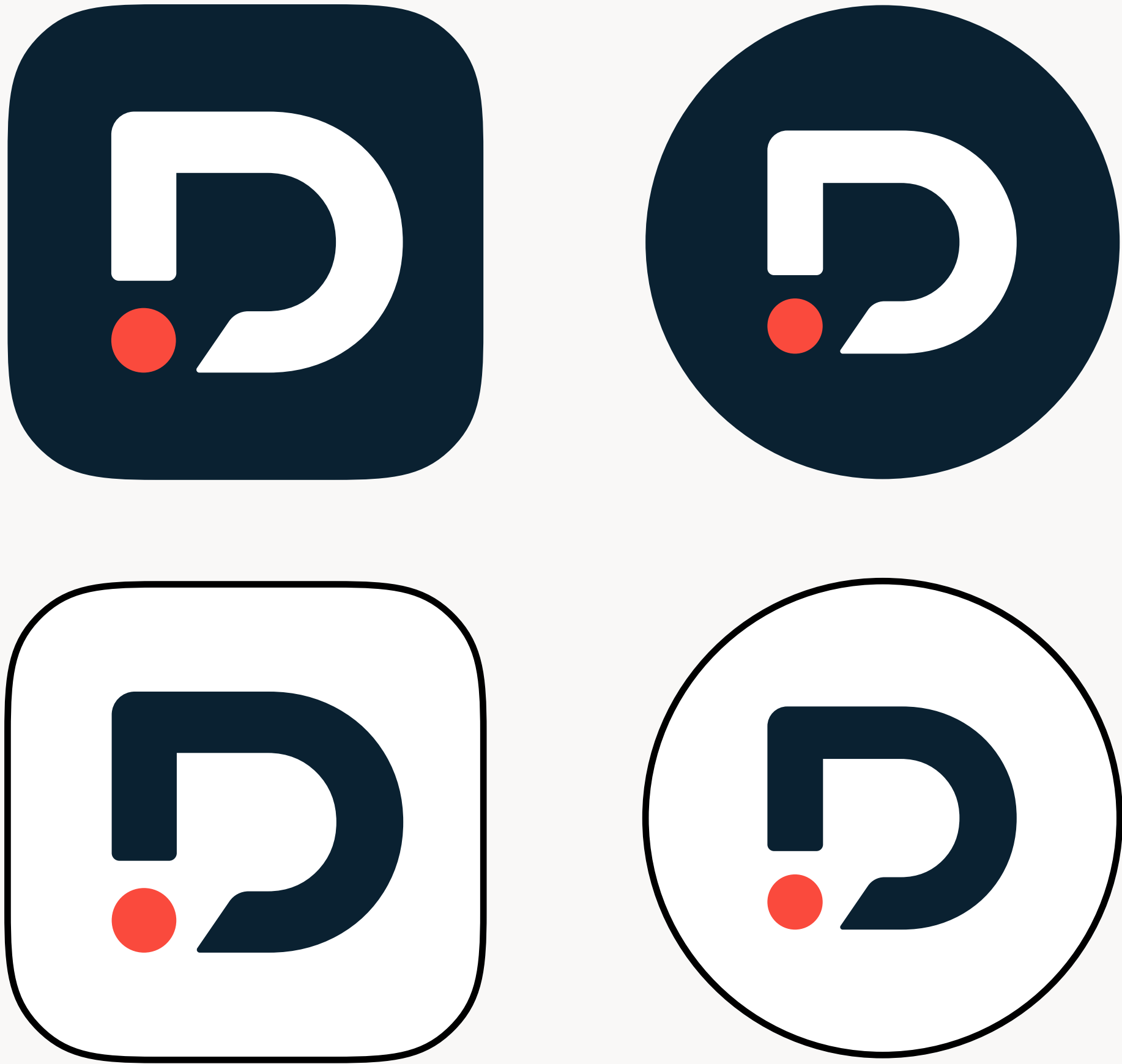


Only use the supplied artwork files.

App & favicon

The Trademark symbol simply indicates that the logo is trademarked, though its use is not legally required. It is best suited for the website, where it will be visible and accessible to all.

Only use the supplied artwork files.



3.2 Co-branding

Dragonpass co-branding

1. Equal co-branding

This lockup ensures logos remain equally balanced and aligned in a wide-ratio format. Whenever possible, the Dragonpass logo should appear first, followed by partner logos—unless the lockup is being used on a partner’s channel.
2. Dragonpass-led Partnership

In cases where we partner to provide a service through the Dragonpass platform, the Dragonpass logo should be more prominent to ensure customers clearly recognize that the service is delivered through our brand.

Only use the supplied artwork files.

1. Equal co-branding



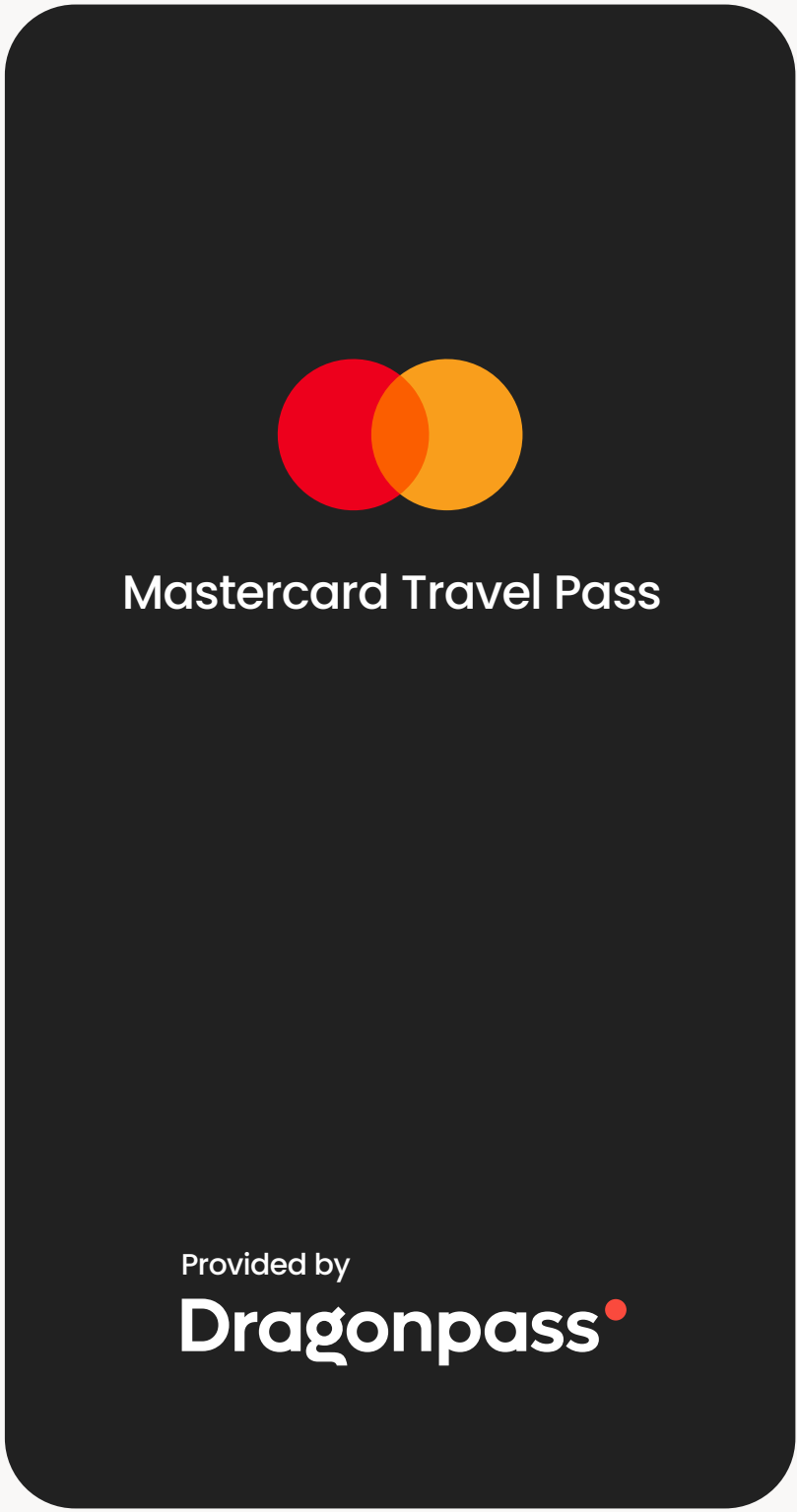
2. Dragonpass-led Partnership



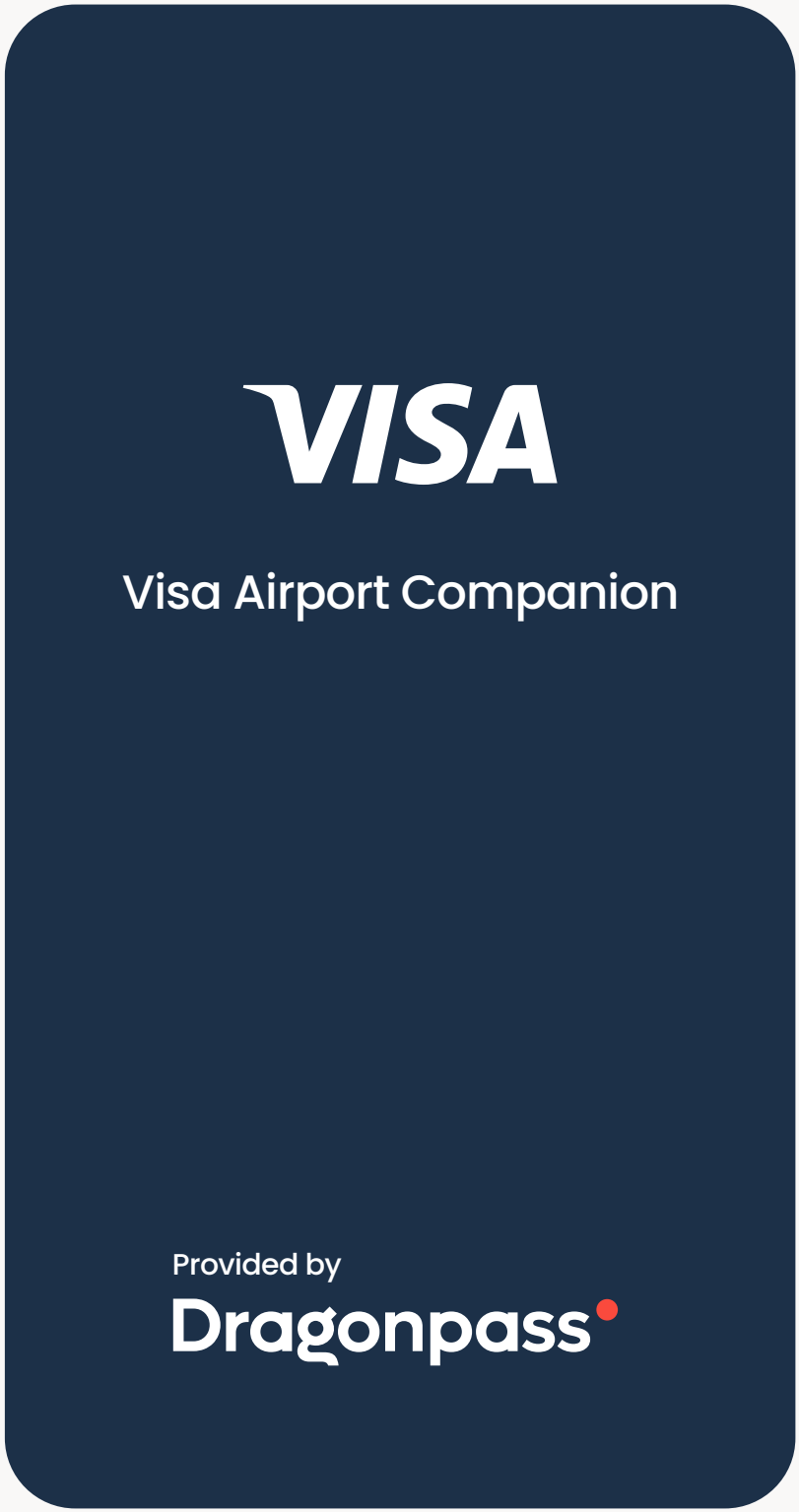
Companion programme partnership

Our digital-first solution programmes must always feature the correct logo lockup stating, "Provided by Dragonpass."

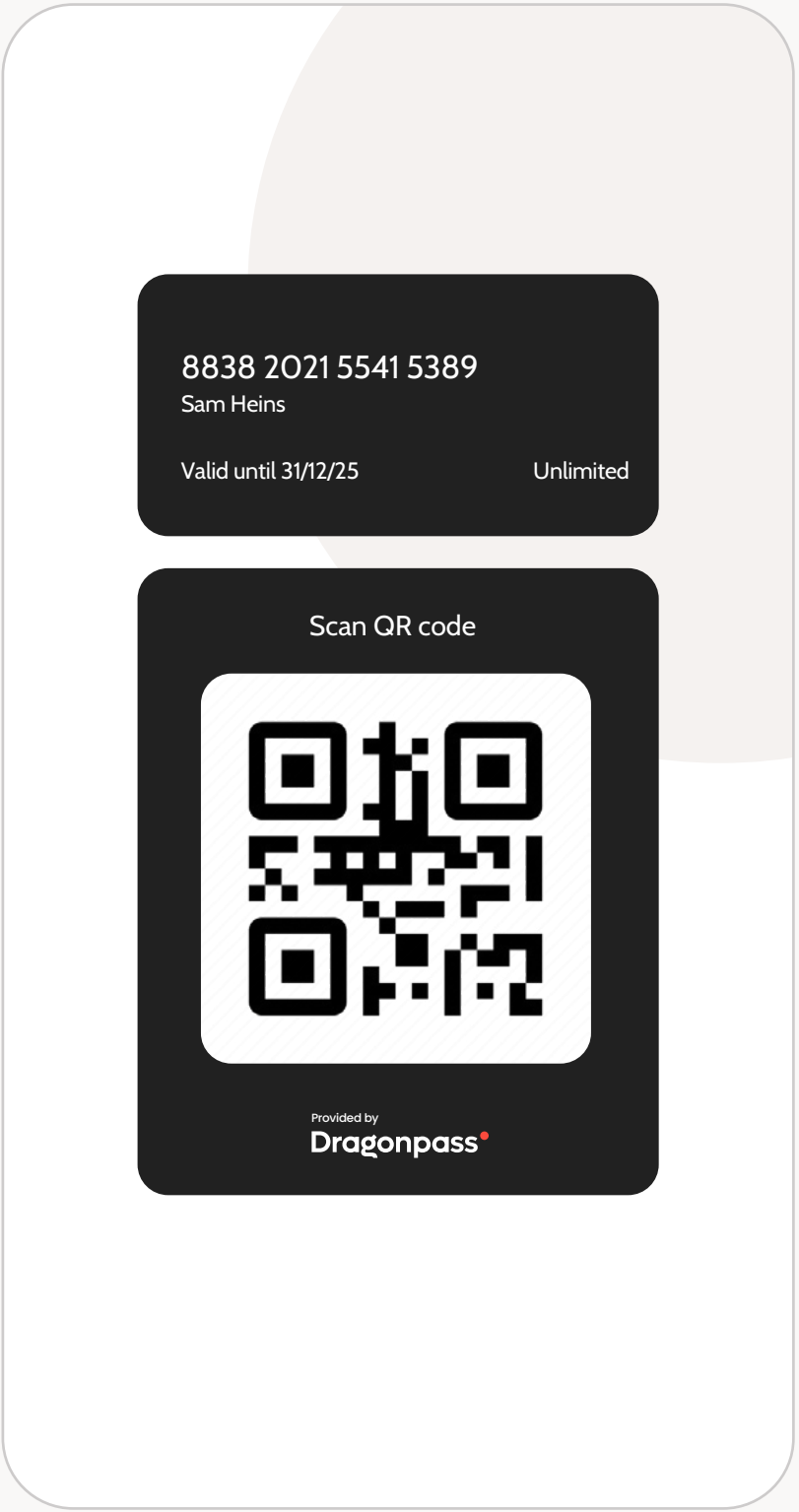
Only use the supplied artwork files.



App intro screen - Mastercard



App intro screen - Visa



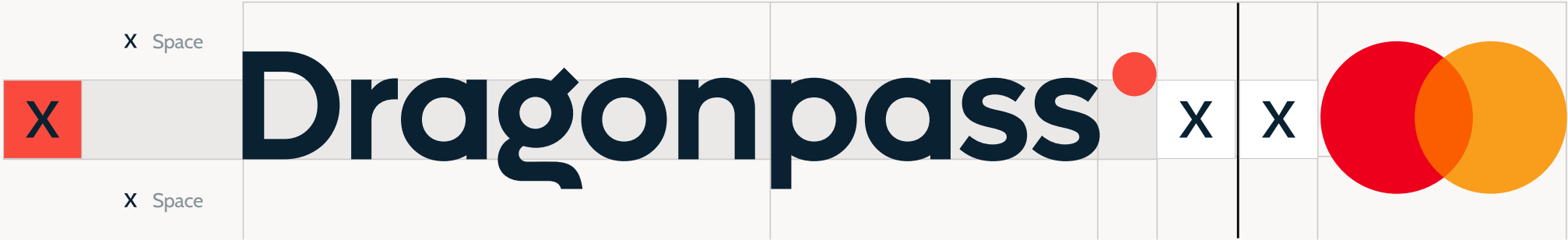
QR screen - Mastercard

Co-branding Lockup and spacing

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.

Only use the supplied artwork files.

1. Equal Partnership



2. Jupita Relationship



3. Companion programme Partnership



3.3 Colour Palette

Core palette

Our core colours build on and maintain brand recognition, shaping essential elements such as logos, typeface, icons, and backgrounds. We always prioritise these colours in our brand expression.

‘Midnight Blue’ and Sophisticated grey serve as our default canvas colors, creating hierarchy and forming the foundation for all creative designs. However, the canvas colours can incorporate sub colours to create visual hierarchy, enhance readability, and add depth to compositions.

In interior applications, such as office design, styling, and furniture, the sub colours play an important role. They soften the intensity of the core palette, preventing it from becoming overpowering while maintaining a cohesive brand expression.

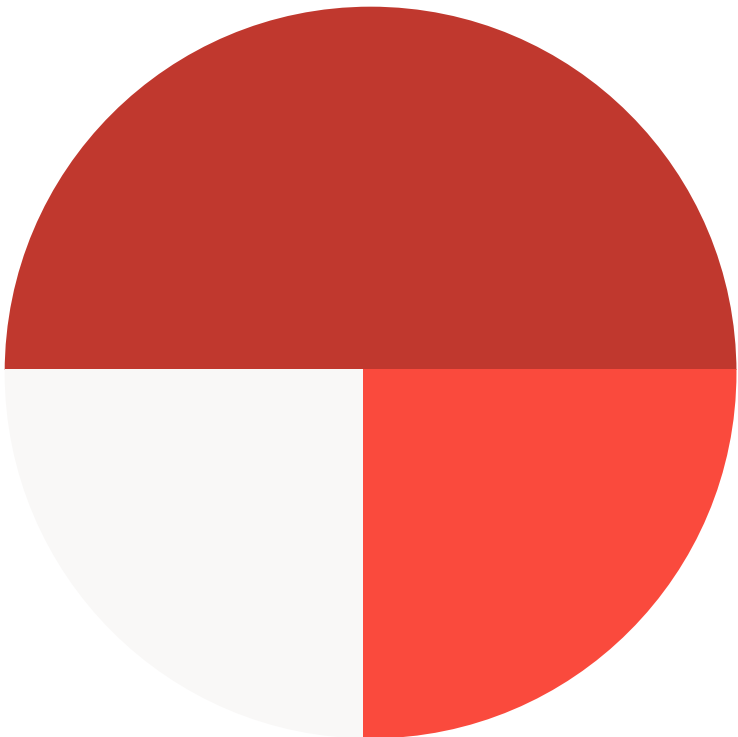
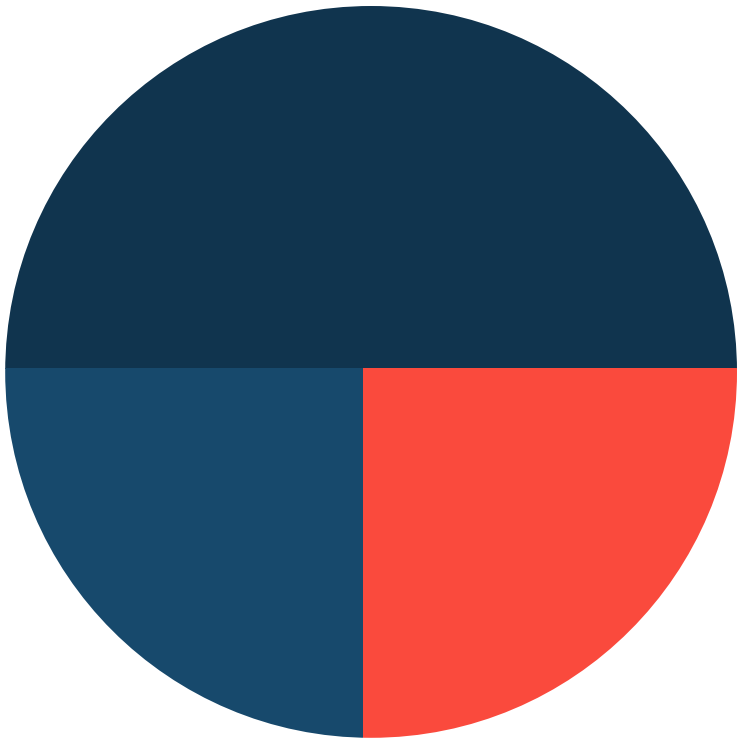
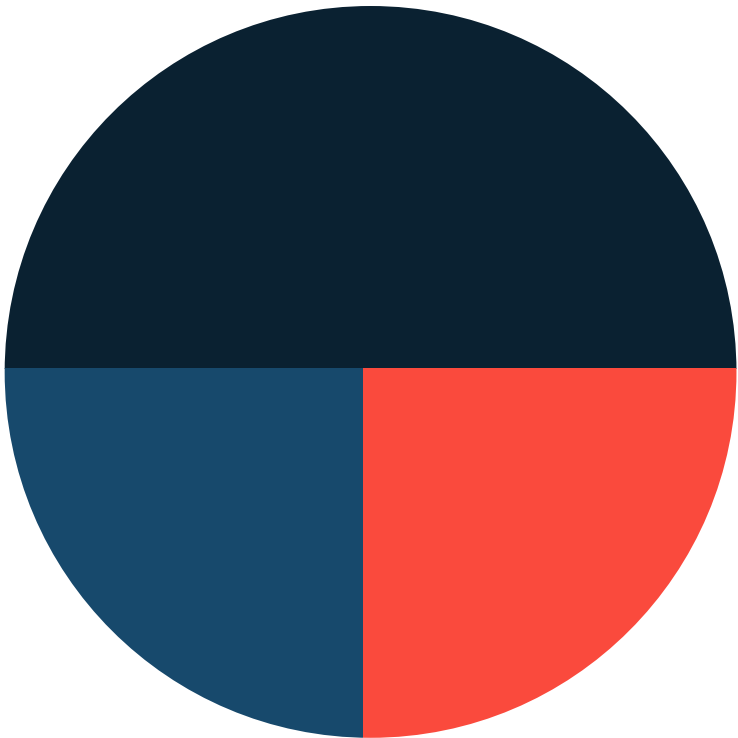
Color presets are available for import into any Adobe application.

Midnight Blue Pantone: 5395 C <table><tr><th>RGB</th><th>CMYK</th><th>HEX</th></tr><tr><td>10</td><td>90</td><td>0A2131</td></tr><tr><td>33</td><td>74</td><td></td></tr><tr><td>49</td><td>53</td><td></td></tr><tr><td></td><td>63</td><td></td></tr></table> SUB COLOURS RGB 16 52 78 CMYK 97 76 44 40 HEX 10344E RGB 23 73 108 CMYK 96 71 35 20 HEX 17496C RGB 27 91 136 CMYK 92 64 25 7 HEX 1B5080	RGB	CMYK	HEX	10	90	0A2131	33	74		49	53			63		Coral Red Pantone: Warm Red C <table><tr><th>RGB</th><th>CMYK</th><th>HEX</th></tr><tr><td>250</td><td>0</td><td>FA4A3D</td></tr><tr><td>74</td><td>85</td><td></td></tr><tr><td>61</td><td>75</td><td></td></tr><tr><td></td><td>0</td><td></td></tr></table> SUB COLOURS RGB 192 56 46 CMYK 6 6 6 0 HEX C0382E RGB 164 46 39 CMYK 23 93 95 18 HEX A42E27 RGB 133 39 32 CMYK 29 92 94 32 HEX 852720	RGB	CMYK	HEX	250	0	FA4A3D	74	85		61	75			0		Sophisticated Grey - Light <table><tr><th>RGB</th><th>CMYK</th><th>HEX</th></tr><tr><td>250</td><td>1.35</td><td>F9F8F7</td></tr><tr><td>248</td><td>1.35</td><td></td></tr><tr><td>247</td><td>1.35</td><td></td></tr><tr><td></td><td>0</td><td></td></tr></table> SUB COLOURS RGB 235 233 232 CMYK 6 6 6 0 HEX EBE9E8 RGB 205 203 203 CMYK 19 16 15 0 HEX CDCBCB RGB 175 174 173 CMYK 32 26 27 0 HEX AFAEAD	RGB	CMYK	HEX	250	1.35	F9F8F7	248	1.35		247	1.35			0	
RGB	CMYK	HEX																																													
10	90	0A2131																																													
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49	53																																														
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DRAGONPASS PRIMARY GRADIENT HEX FAF3EA HEX F1EBF5 HEX F1EBF5																																															

Colour pairing

This section provides guidance on pairing core colours across brand applications, ensuring consistency while strengthening brand recognition.

The colour pairings shown here are only for aesthetics, to illustrate how they can work together in different applications. They aren't meant for UX use. For accessibility and user experience, please refer to the UX style guides



Color presets are available for import into any Adobe application.

3.4 Brand typography

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.

Aa

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

Font Weights

Regular
Medium
Semi-bold
Bold

Font Characters

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

Default type settings

1. Headlines - Cabin Regular

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

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’

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 invernate et experum int dolorep udionse quamust moluptur Uris magnima gnimin pelecum, secto quia qui dolorumquis ene aruntia nobita deres et et, netum eaquidi gendiae rem int qui venduntis molori omnis volenitat

Typography treatments

- 1. Key benefits and features call out
Use Coral Red 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
Use arrowed icons for bullets points where layout allows.

Only use the supplied artwork files.

1

Cabin Bold + Coral Red

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

3.5 Building blocks

Building blocks overview

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 patterns

When designing packaging or textured materials, the building block patterns can be applied to add depth, detail, and a sense of dynamism.

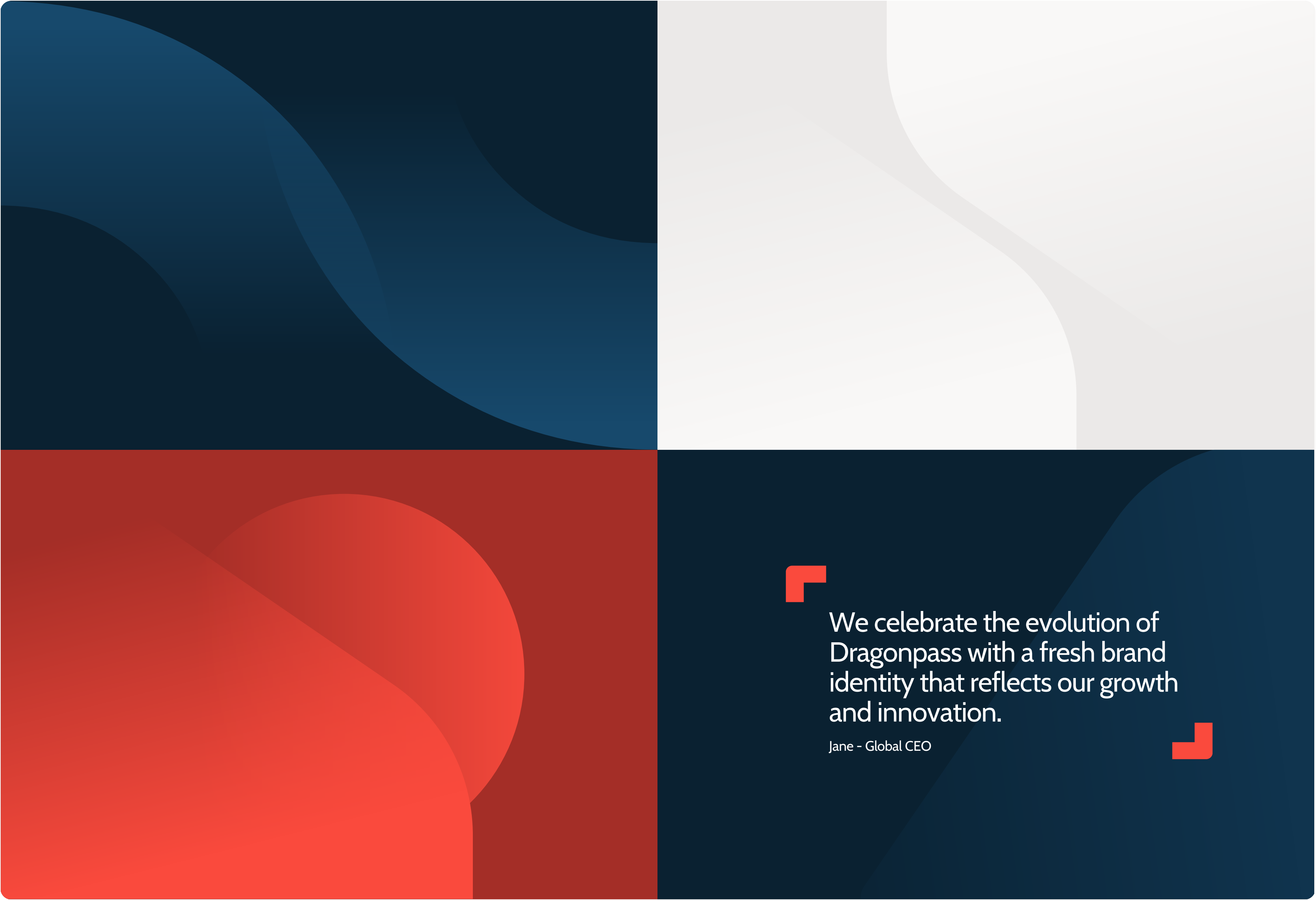
Only use the supplied artwork files.



Building blocks usage and colours

Applying colours to the building blocks can enhance the overall visual experience, adding depth and creating focal points within the composition. Make use of the sub colours and apply fade to create depth.

Only use the supplied artwork files.

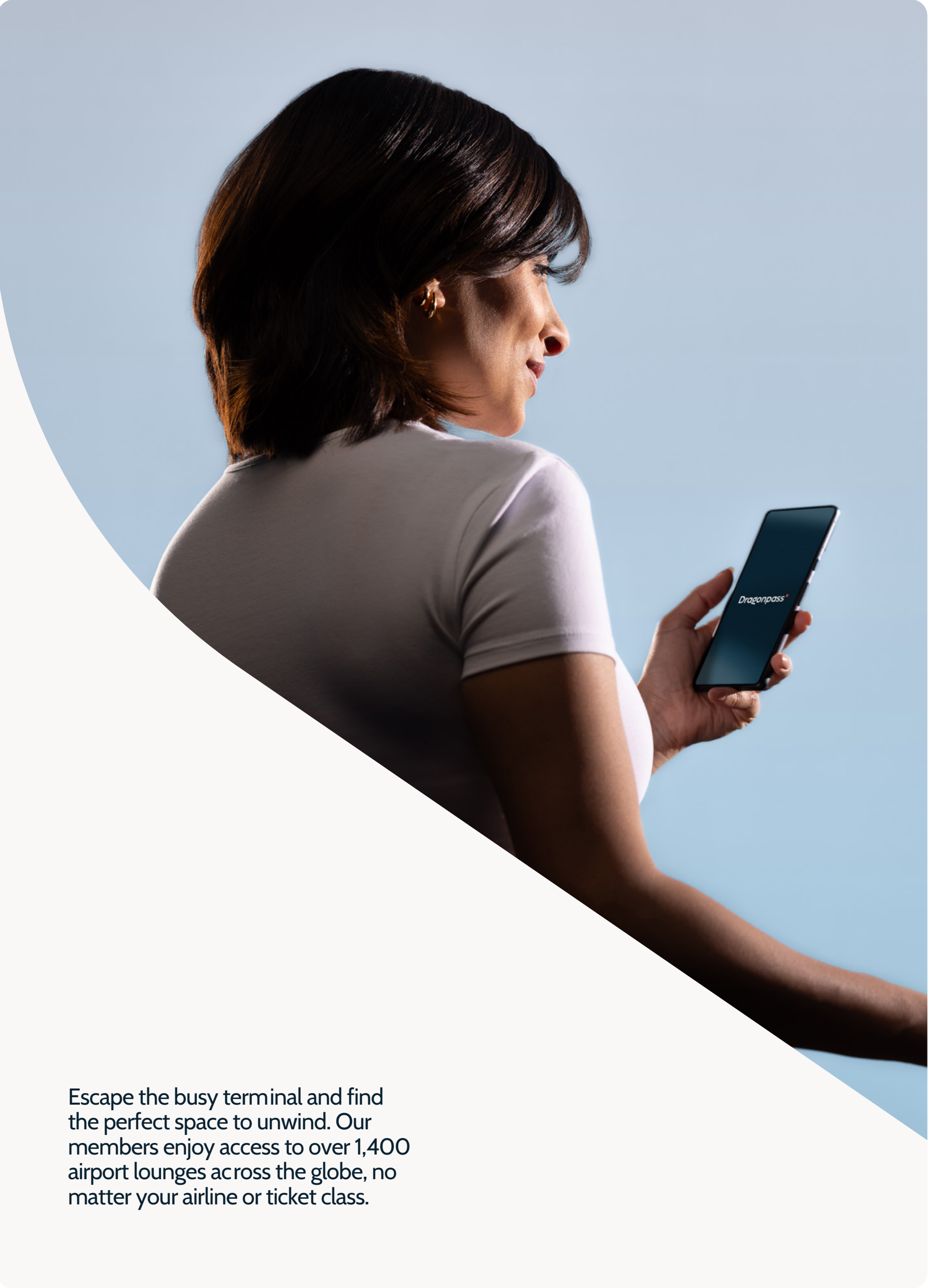


Building blocks with imagery

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.



Escape the busy terminal and find the perfect space to unwind. Our members enjoy access to over 1,400 airport lounges across the globe, no matter your airline or ticket class.

3.6 Iconography

Product Icons

The new icons for Dragonpass introduce a clean, modern aesthetic that blends subtle depth with a cohesive brand presence. Designed with precision and a focus on usability, they create a distinctive visual language that elevates the overall identity of the brand.



Airport Lounge



Airport Fast Track



Dining



Fitness



Coupon / Offers



Airport Transport



eSIM



SPA



Retail



Priority Seating



Airport Lounge



Airport Fast Track



Dining



Fitness



Coupon / Offers



Airport Transport



eSIM



SPA



Retail



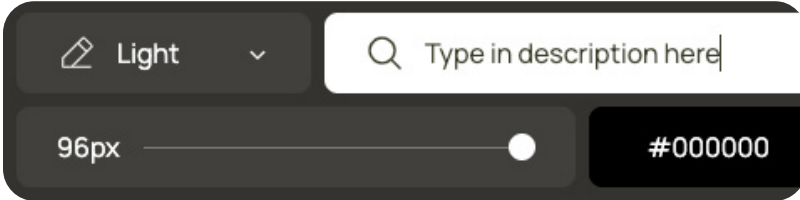
Priority Seating

All icons are available in the brand portal.

Generic icons

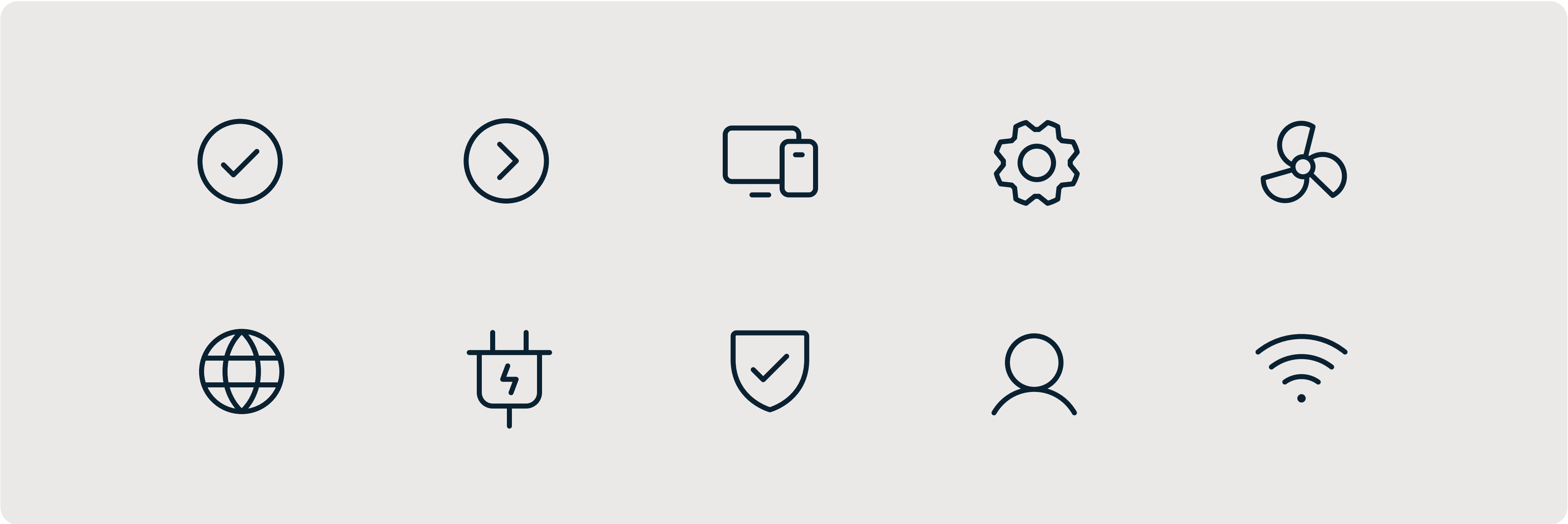
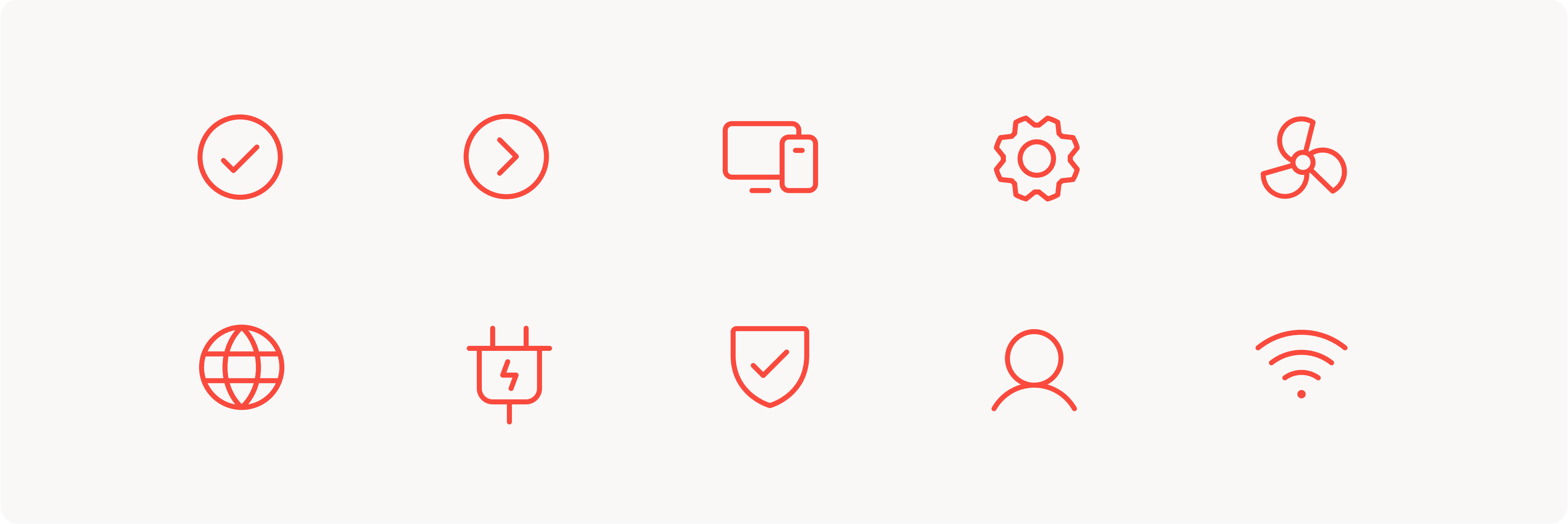
Phosphor is a flexible icon family for interfaces, diagrams and presentations. With more than 6,000 icons to choose from, we use the Phosphor Icons tool for all our user interface and user experience applications.

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



For icon downloads, please visit:
<https://phosphoricons.com>

All icons are available in the brand portal.



3.7 Grid system

Dynamic 8x8 grid overview

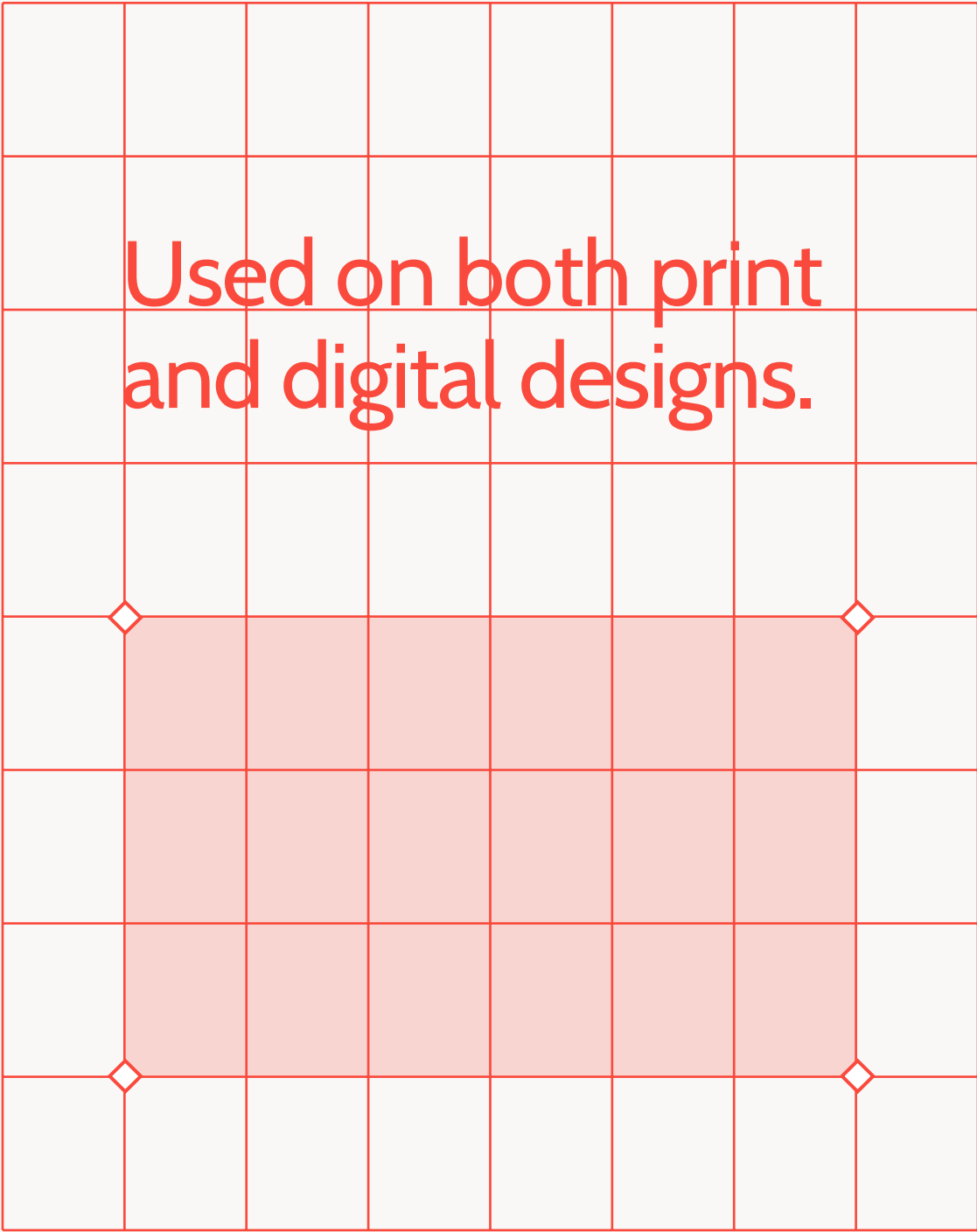
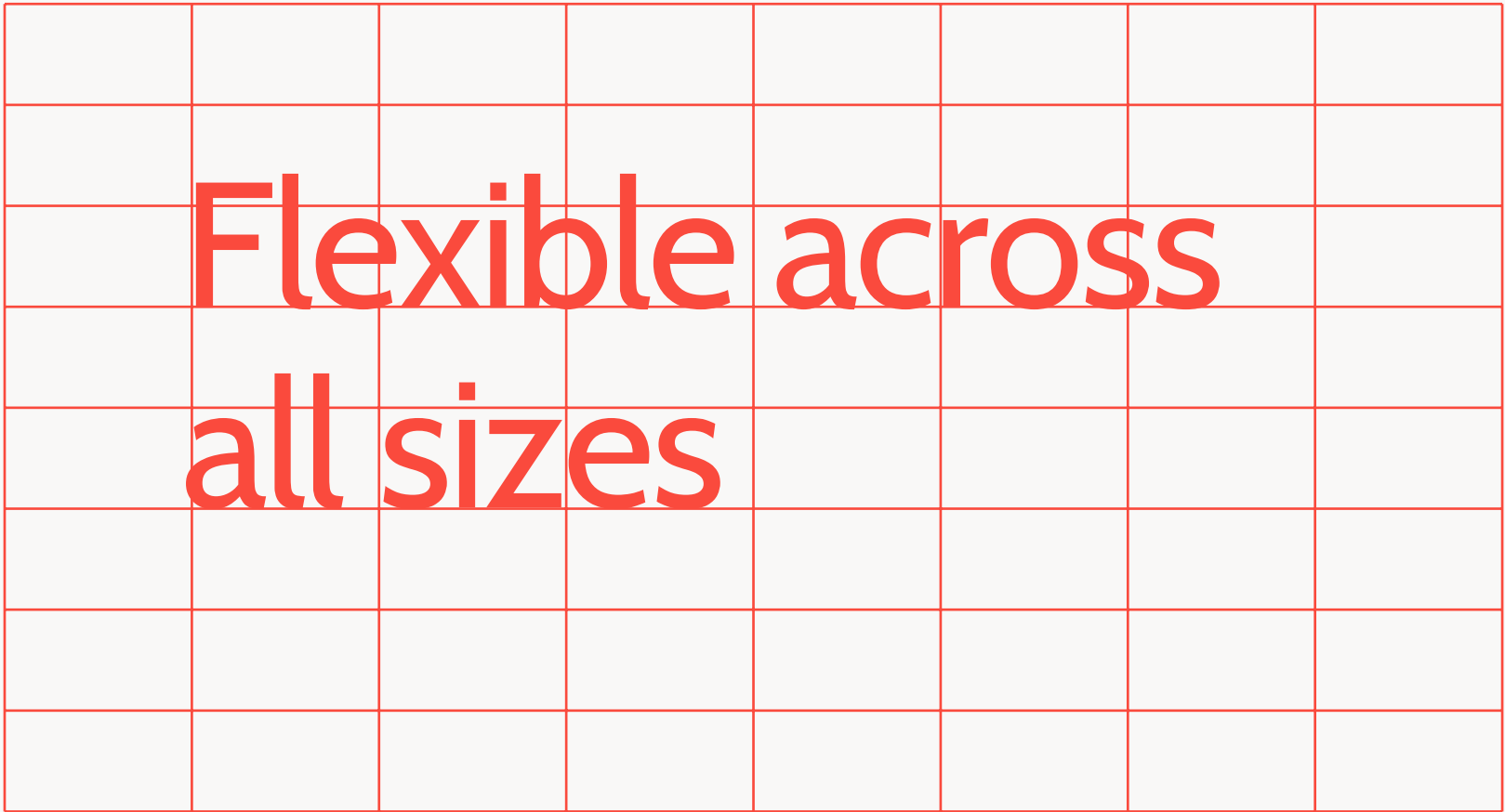
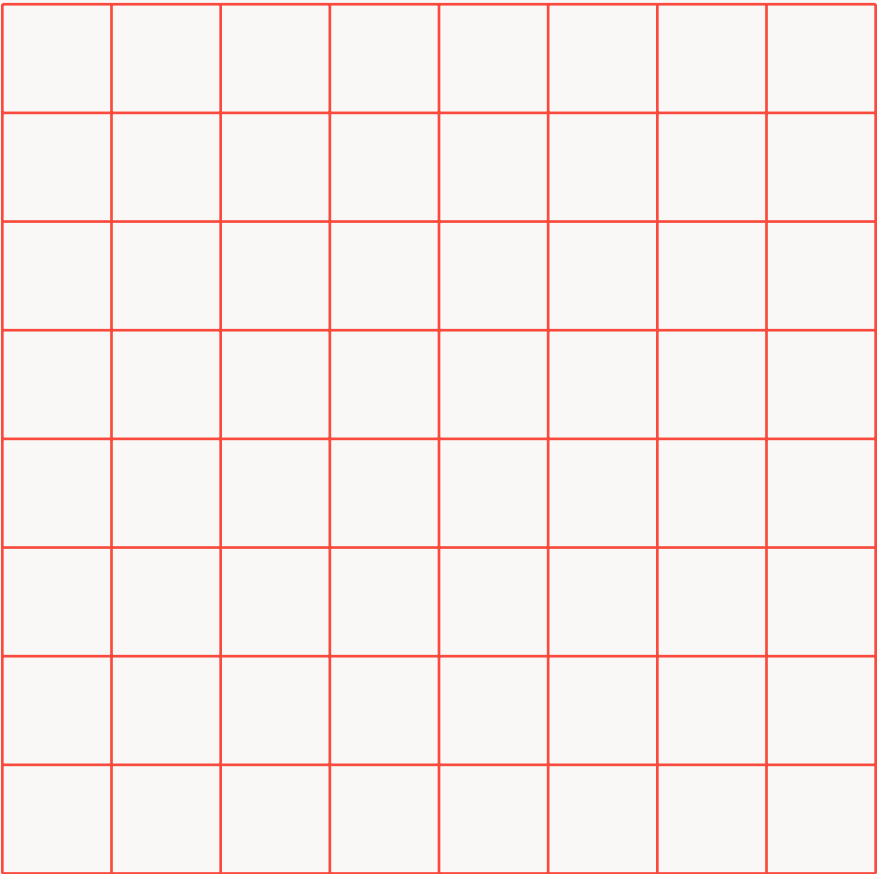
Just like a building relies on a strong structure, our design system depends on the grid. It serves as the structural base for all creative work, across every format, channel, and touchpoint – ensuring consistency and clarity throughout.

1	2	3	4	5	6	7	8
2							
3							
4							
5							
6							
7							
8							

Introducing
our dynamic
8x8 grid

Dynamic grid flexibility

We use a simple, flexible 8x8 grid system designed to adapt seamlessly across both print and digital applications.



Margins

Applying a 5% margin across all our design applications creates focus, enhances layout composition, and supports the grid system - helping design elements remain clear, balanced, and visually appealing.

All digital and print layout margins are determined by measuring 5% of the longest side. In some extreme cases (very wide or very tall applications), margins may need to be adjusted manually for optical balance.

Ensure the dynamic 8x8 grid starts at the set margins and is scaled to fit entirely inside them.

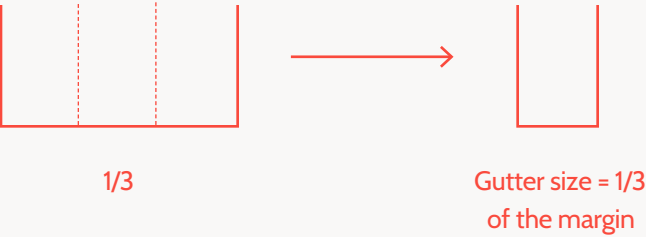
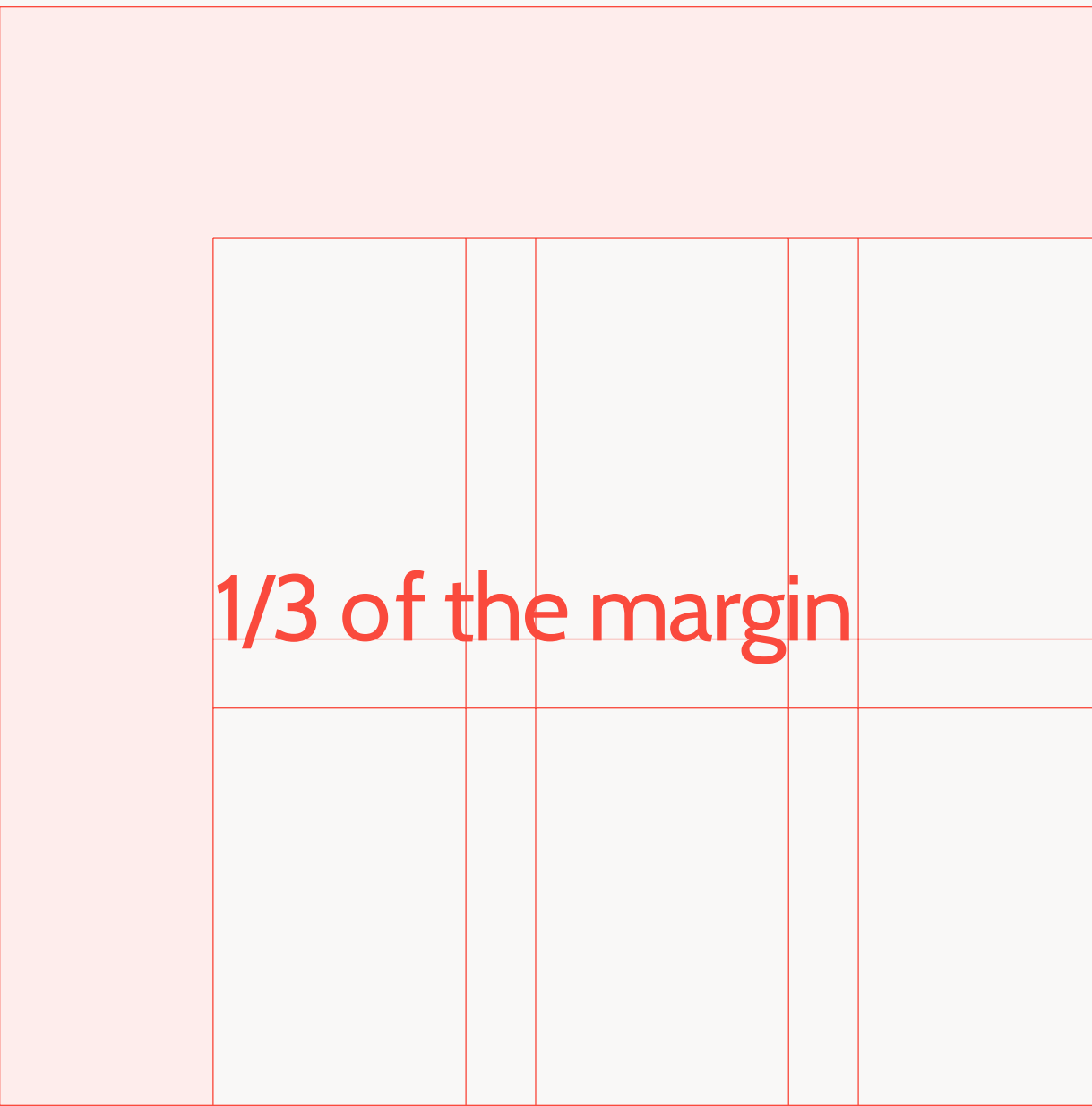
Templates are available in the brand portal.



Applying the dynamic grid to editorial design

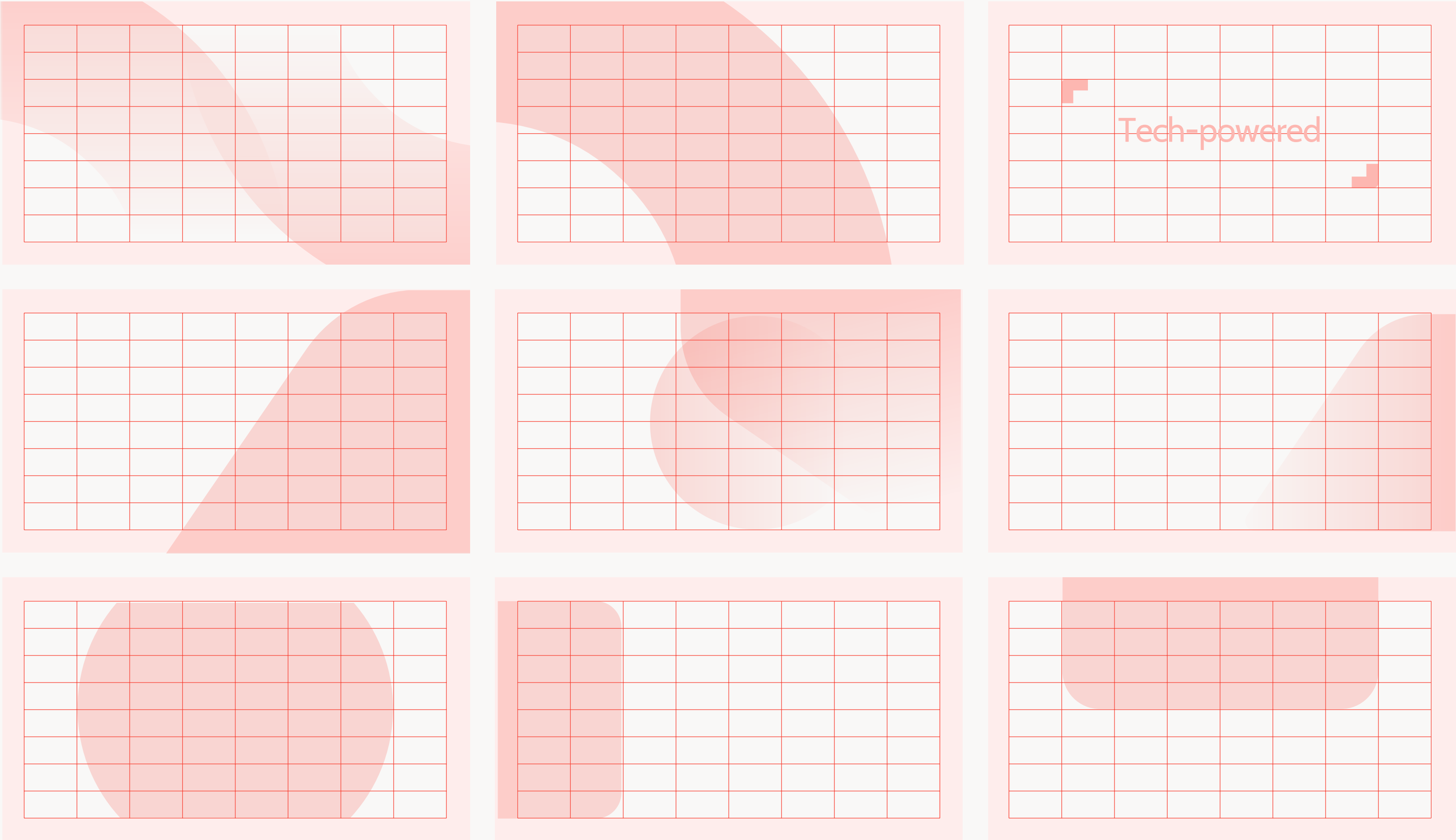
The dynamic 8×8 grid can be adjusted with gutters, which is useful for designing editorial layouts - most commonly for brochures, newsletters, magazines, and other editorial formats.

Templates are available in the brand portal.



Grid-based building blocks

Building blocks are a fundamental element of our visual language and brand identity, playing a key role in enhancing our overall design. Their flexibility and scalability allow them to be tailored to various page formats and dimensions, ensuring a cohesive and harmonious appearance across all touchpoints. Whether applied in print or digital media, these building blocks help unify the design, reinforcing consistency while elevating the visual impact.



All brand assets are available in the brand portal.

Composition requirments

The grid layout serves as our guide. Whatever design elements you use, always ensure they are aligned and anchored to points on the grid wherever possible. These composition requirements—such as maintaining a 5% margin on all sides, aligning elements to the grid, and keeping key content within safe zones—are essential for creating clear, balanced, and brand-consistent layouts across all formats.

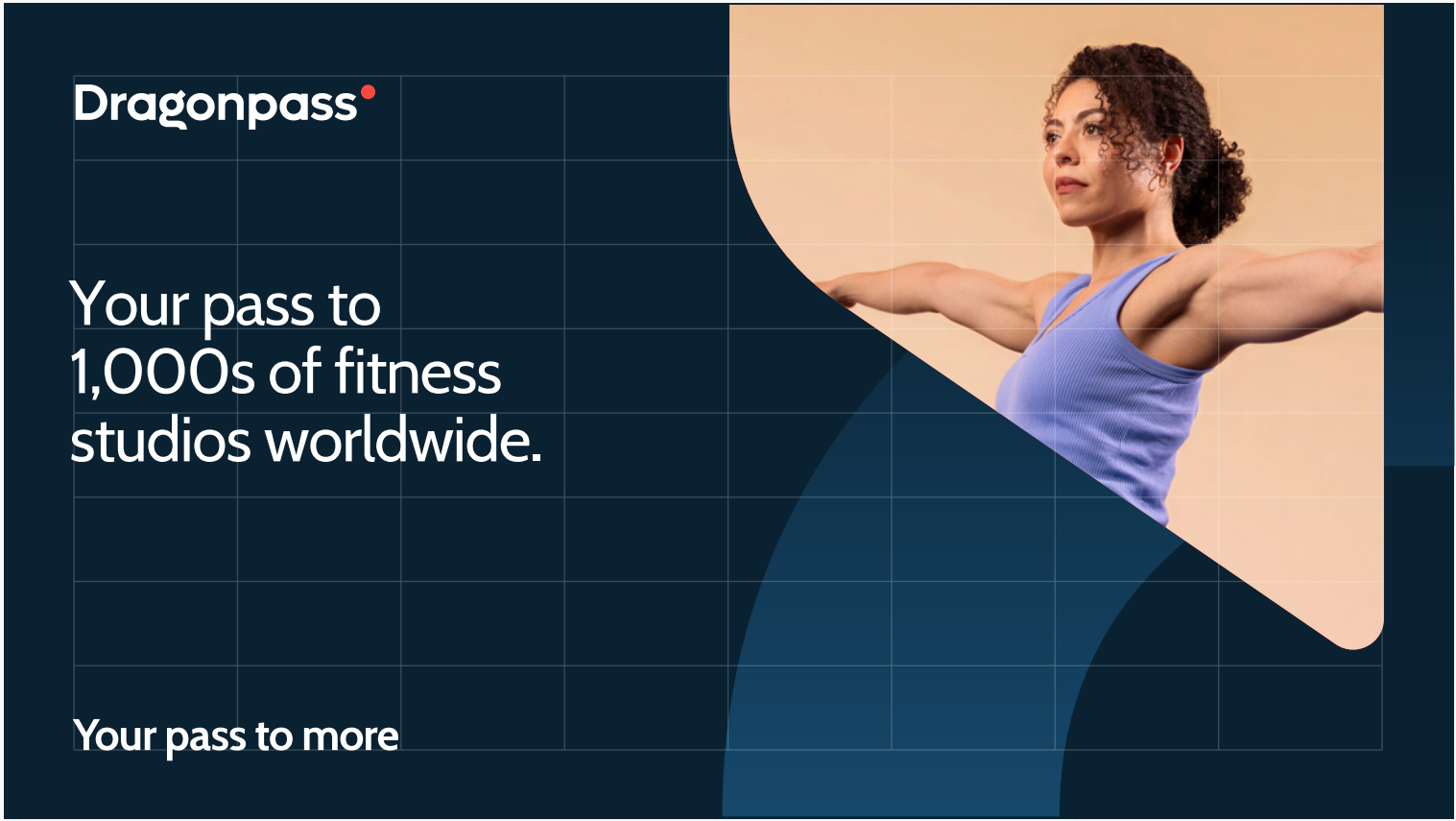
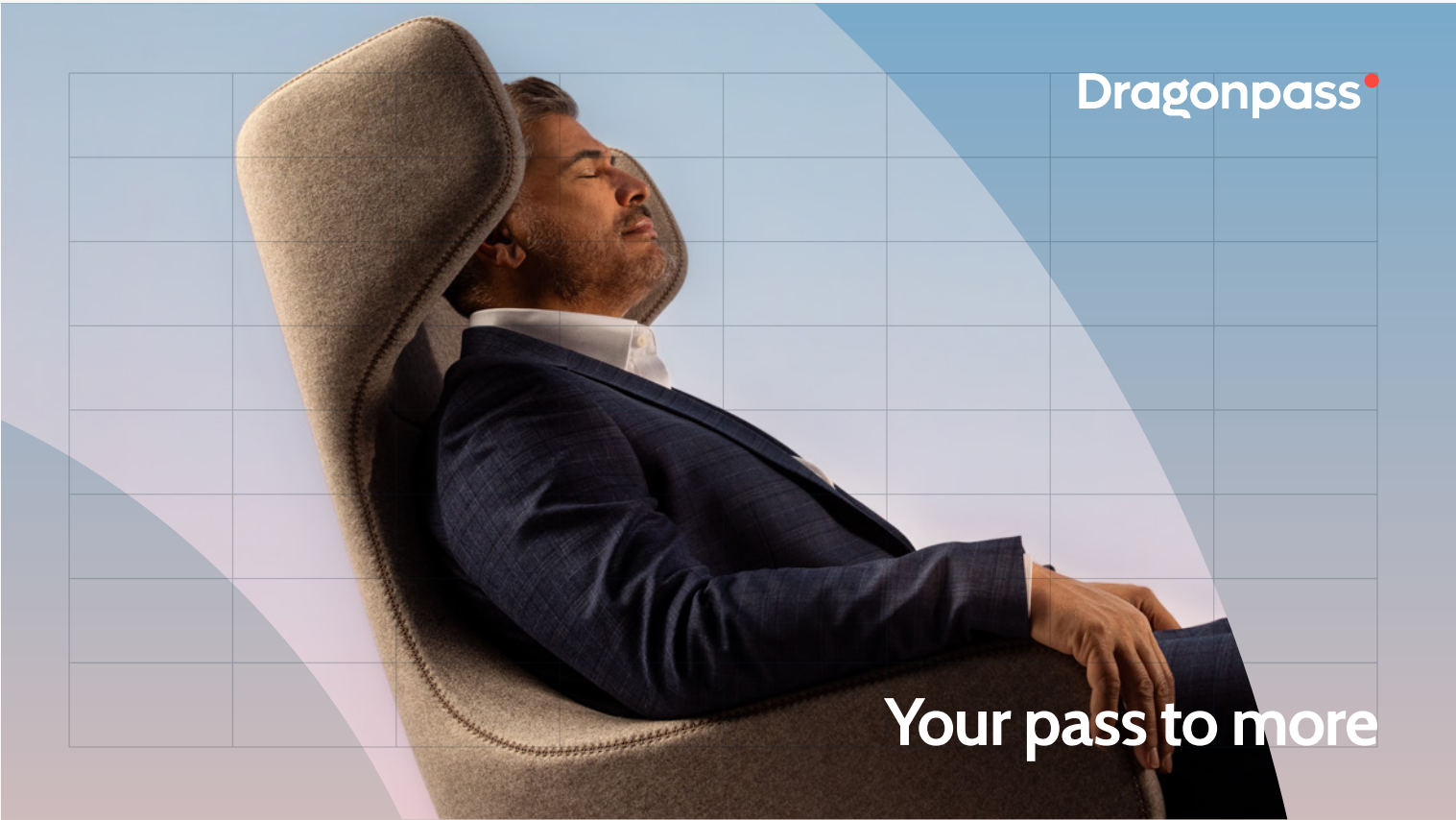
The minimum width of the logo is 4 times the width of the margin. This ensures our logo scales proportionally with each application.



Templates are available in the brand portal.

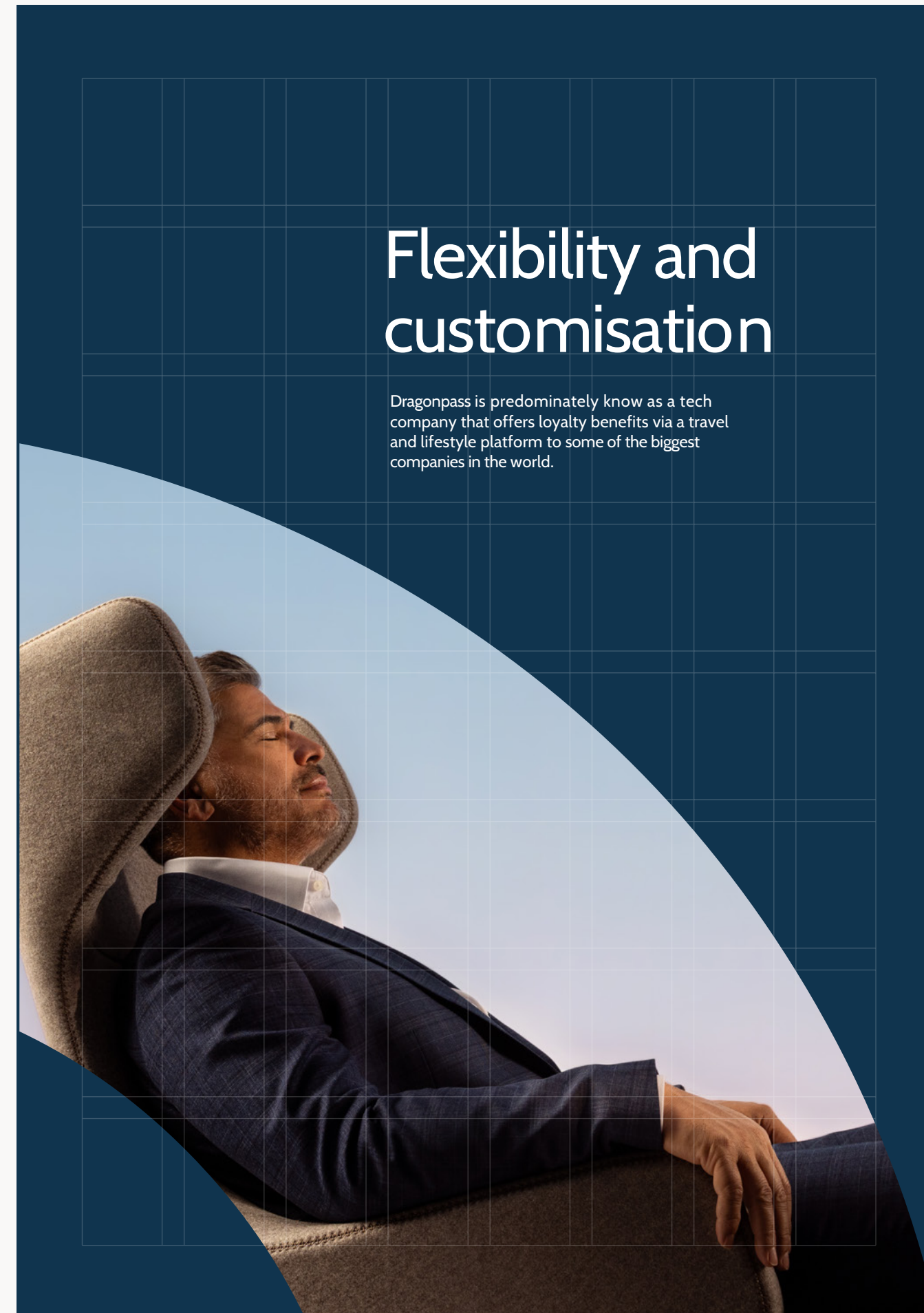
Dynamic grid used for digital & print

The building blocks can serve as placeholders for imagery or function as overlays, providing space for additional design elements. They also offer dynamic possibilities - by applying motion, we can use them as transition masks or video placeholders, adding an engaging layer of movement to our visual storytelling.



All brand assets are available in the brand portal.

Our grid system helps creating a well-balanced compositions when creating brochures, whitepaper, newsletters and other types of editorial designs.



Andrew Harrison-Chinn
Chief Marketing Officer

Your pass to more

With 40 million customers, Dragonpass is predominately known 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 Said 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.

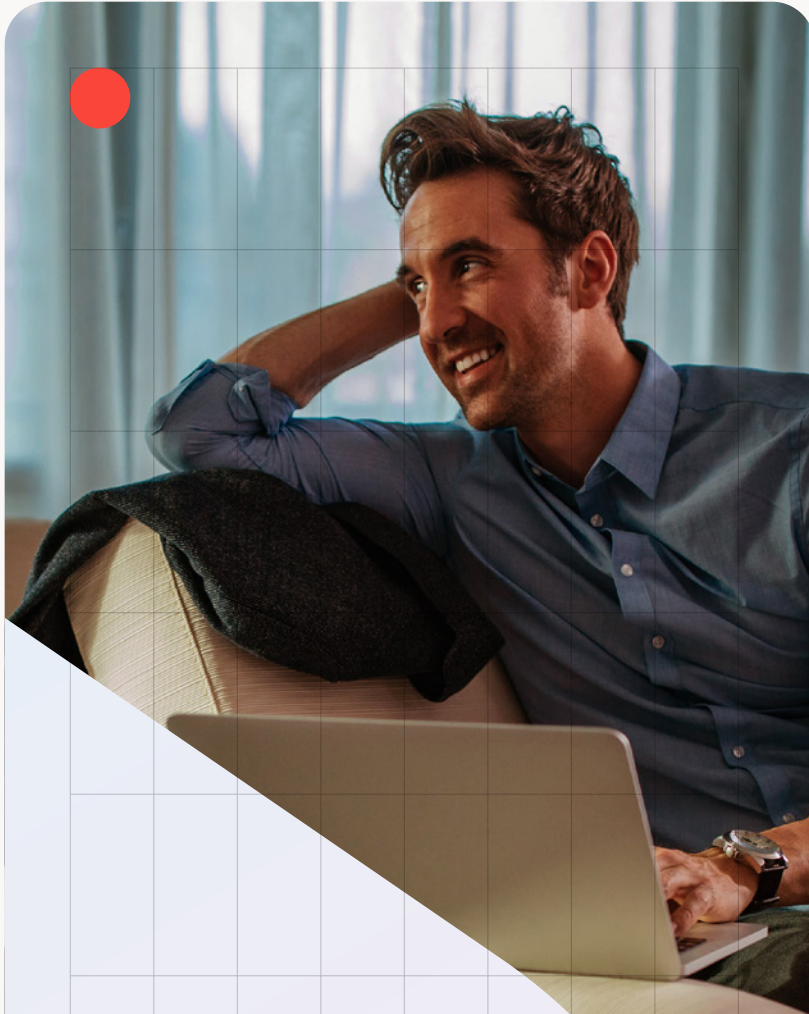
Dynamic grid used for social channels

A simplified grid, designed with a digital-first approach, helps improve content structure and layout by ensuring adequate breathing space, better alignment, enhanced readability, and consistency across various screen sizes and platforms



Discover our premium lounges

Swipe to see more



01 Premium Lounge Doha airport

New partnership announcement

Expanding VIP lounge access across Brazil

Swipe to see more



Latitude VIP Lounge Cataratas Airport

Swipe to see more

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 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.

Brand imagery should be used for brand-level communications and areas such as the website, app, paid media, out-of-home (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.



Sequential storytelling

Images and videos are powerful in storytelling. You can use multiple images/videos to capture the full depth of a journey and bring an experience to life. This approach is especially effective on social media, where engaging, image-led and video content helps capture attention quickly, encourages interaction, and creates a more immersive connection with the audience.



Distance: Wide (Arrival)



Distance: Mid (Moment)



Distance: Close up (Detail)

