MEGA BOOKINGS

HOTELS · FLIGHTS · EVENTS · RIDES

BRAND GUIDELINES & MEDIA KIT

Version 1.1 · November 2026

Mega Tickets USA LLC

Contents

01 Brand overview 03

02 The logo 04

03 Logo versions 05

04 Clear space and minimum size 06

05 Logo misuse 07

06 Color palette 08

07 Neutrals and functional colors 09

08 Accessibility and contrast 10

09 Typography 11

10 Type scale for the app 12

11 App icons 13

12 Interface tokens 14

13 Applications 15

14 Files in this kit 16

Brand overview

Mega Bookings USA brings hotels, flights, events and rides together in one app, so a trip or a night out can be planned in a single place. This guide sets the rules that keep the brand consistent in the app, on the web, in app stores, in social media and in print.

The identity is precise and technical: an expanded, confident wordmark, a symbol built from two rising peaks, and a single brand color, Mega Indigo. Use it with restraint. Generous space, dark surfaces and one accent color carry the look.

BRAND NAME

Mega Bookings USA

Write it as three words with capitals: Mega Bookings USA. Never MegaBookings, Mega-Bookings or MBUSA. The logo shows MEGA BOOKINGS only; USA lives in the written name and in megabookingsusa.com.

DESCRIPTOR

HOTELS · FLIGHTS · EVENTS · RIDES

Always in this order and in capitals, separated by a middle dot.

COMPANY

Mega Tickets USA LLC

BRAND CONTACT

contact@megaticketsusa.com

The logo



A Symbol

Two rising peaks form an M. The spark above marks the moment of booking; the streaks below give it motion.

B Wordmark

MEGA BOOKINGS set in Archivo Expanded ExtraBold, spaced to a fixed width. It is artwork: never retype it.

C Descriptor

HOTELS · FLIGHTS · EVENTS · RIDES in Inter SemiBold, led by a short indigo bar.

Logo versions



Primary, dark backgrounds



Primary, light backgrounds



One color, white



One color, black



Stacked



Compact, no descriptor



Symbol



Two lines, app header

Use the primary full-color logo wherever possible. Choose the one-color versions only when color is not available or would not hold up (embroidery, engraving, single-color print).

Clear space and minimum size



x = height of the letter M in the wordmark

CLEAR SPACE

Keep a free area of at least x on every side, where x is the height of the letter M in the wordmark. No text, edge, image or other logo may enter it. The exported logo files already include this space.

MINIMUM SIZE

Version	Digital	Print
Horizontal with descriptor	400 px	90 mm
Compact, no descriptor	160 px	35 mm
Two lines, app header	140 px	32 mm
Stacked	220 px	50 mm
Symbol	24 px	6 mm

Below the descriptor minimum, switch to the compact logo. Sizes are the logo width.

Logo misuse



Do not stretch or squash



Do not rotate



Do not change the colors



Do not place on low-contrast backgrounds



Do not rearrange the elements



Do not resize parts of the logo

Also avoid shadows, outlines, glows, textures, busy photos behind the logo, and retyping the wordmark in any font. Always use the supplied artwork files.

Color palette

Mega Indigo is the only brand color. It appears in the symbol, in key actions and in highlights, always against generous neutral space.

Mega Indigo

#818CF8

RGB 129 140 248
CMYK 48 44 0 3

Primary accent on dark surfaces

Indigo Deep

#4F46E5

RGB 79 70 229
CMYK 66 69 0 10

Accent and buttons on light surfaces

Indigo Night

#4338CA

RGB 67 56 202
CMYK 67 72 0 21

Gradient end, pressed states

Indigo Light

#C7D2FE

RGB 199 210 254
CMYK 22 17 0 0

Gradient start, highlights

Brand gradient: Indigo Light #C7D2FE to Indigo Night #4338CA, top to bottom. Used only inside the symbol.

CMYK values are approximate conversions. Confirm with your printer before production.

Neutrals and functional colors

Night
#0A0B14
App background

Surface
#12141F
Cards, sheets

Surface 2
#1A1D2B
Raised elements

Line
#262A3B
Dividers, borders

Muted
#8B90A7
Secondary text

Ivory
#EEF0F7
Primary text on dark

Ink
#0F1222
Primary text on light

Mist
#F4F5FA
Light backgrounds

FUNCTIONAL COLORS

Success
On dark #34D399 On light #059669

Warning
On dark #F59E0B On light #B45309

Error
On dark #F87171 On light #DC2626

Info
On dark #818CF8 On light #4F46E5

Functional colors communicate status only (confirmed, pending, failed). They never replace the brand color.

Accessibility and contrast

Contrast ratios below are calculated with the WCAG 2.1 formula. Normal text needs at least 4.5:1 (AA); large text and icons need at least 3:1.

Aa	Ivory text on Night #EEF0F7 on #0A0B14	17.2:1 AAA	Aa	Muted text on Night #8B90A7 on #0A0B14	6.2:1 AA
Aa	Mega Indigo on Night #818CF8 on #0A0B14	6.6:1 AA	Aa	Indigo 300 on Surface #A5B4FC on #12141F	9.2:1 AAA
Aa	White on Indigo Deep (light theme) #FFFFFF on #4F46E5	6.3:1 AA	Aa	Ink on Mega Indigo (buttons) #0E0B33 on #818CF8	6.3:1 AA
Aa	Ink text on White #0F1222 on #FFFFFF	18.6:1 AAA	Aa	Indigo Deep on White #4F46E5 on #FFFFFF	6.3:1 AA
Aa	Slate text on White #5B6075 on #FFFFFF	6.2:1 AA	Aa	White on Mega Indigo #FFFFFF on #818CF8	3.0:1 Do not use for text

Typography

DISPLAY

Archivo Expanded

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 $ & @ ?

Used for headlines, screen titles and short statements. Weights: ExtraBold 800 for display, Bold 700 and SemiBold 600 for titles. Width: Expanded (125). Set short lines with normal tracking; never use it for paragraphs.

TEXT AND INTERFACE

Inter

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 $ & @ ?

Used for body copy, buttons, forms, prices and all interface text. Weights: Regular 400, Medium 500, SemiBold 600 and Bold 700. Highly legible on screens at small sizes.

Both families are free and open source under the SIL Open Font License 1.1. The font files and licenses are included in the kit (folder 05-Typography). Fallbacks: Arial Black / Helvetica Neue for display, and system-ui / Helvetica / Arial for text.

Google Fonts: Archivo (wdth 125, wght 600 to 800) and Inter (wght 400 to 700).

Type scale for the app

		Size / line height (pt)	
Display	Archivo Expanded ExtraBold	32 / 38	Hero and home headline
Title 1	Archivo Expanded Bold	24 / 30	Screen titles
Title 2	Archivo Expanded Bold	20 / 26	Section titles
Headline	Inter SemiBold	17 / 24	Card titles, list headers
Body	Inter Regular	16 / 24	Main reading text
Body small	Inter Regular	14 / 20	Secondary text
Label	Inter SemiBold	13 / 16	Buttons, tabs, chips
Caption	Inter Medium	12 / 16	Metadata, timestamps
OVERLINE	Inter SemiBold, +16% tracking	11 / 14	Category labels

App icons



iOS, primary



iOS, dark mode



Android, adaptive



Alternative, indigo

iOS	One 1024 x 1024 px PNG with no transparency. The system applies the rounded mask. Includes dark and tinted versions for iOS 18 (AppIcon.appiconset, ready for Xcode).
Android	Adaptive icon: 108 dp foreground and background layers plus a monochrome layer for themed icons, in all densities from mdpi to xxxhdpi. Legacy square and round icons included.
Google Play	512 x 512 px icon and 1024 x 500 px feature graphic.
Web and PWA	favicon.ico, favicon.svg, apple-touch-icon, 192 and 512 px icons and maskable versions for installable web apps.

Interface tokens

--mb-bg	#0A0B14	App background	--mb-surface	#12141F	Cards, sheets, tab bar
--mb-surface-2	#1A1D2B	Inputs, raised elements	--mb-line	#262A3B	Borders, dividers
--mb-text	#EEF0F7	Primary text	--mb-text-muted	#8B90A7	Secondary text
--mb-accent	#818CF8	Links, icons, highlights	--mb-accent-hi	#A5B4FC	Hover on dark
--mb-primary	#818CF8	Primary buttons (Ink text)	--mb-primary-pressed	#6366F1	Pressed buttons
--mb-on-accent	#0E0B33	Text on Mega Indigo	--mb-focus	#A5B4FC	Focus ring, 2 px

SHAPE, SPACE AND MOTION

Corner radius	8 small · 12 inputs and buttons · 16 cards · 24 sheets · full for chips
Spacing	4-point grid: 4, 8, 12, 16, 20, 24, 32, 40, 48, 64
Motion	150 ms small changes · 250 ms screens · 400 ms large reveals; easing cubic-bezier(0.2, 0.8, 0.2, 1). Respect reduced motion.
Elevation	Prefer surface color steps over shadows. Shadow, when needed: 0 8 24 rgba(0, 0, 0, 0.35).

Ready-to-use files: tokens.css, tokens.json, Android colors.xml and iOS BrandColors.swift (folder 04-Colors).

Applications



Link preview (Open Graph), 1200 x 630



Header for X and LinkedIn, 1500 x 500



Profile pictures, 1080 x 1080 (night and indigo)

Keep social graphics simple: dark Night background, the logo, and at most one short line of text in Inter. Do not add claims, prices or offers to brand graphics unless they are confirmed and current.

Files in this kit

01-Brand-Guidelines	This document.
02-Logos / SVG	Vector master files, text converted to outlines. Use for print, signage and any scaling.
02-Logos / PNG	Transparent PNGs in five color versions (color-dark, color-light, mono-white, mono-black, mono-indigo) and five layouts, from 64 px to 4800 px. Plus versions on Night, White and Indigo backgrounds.
03-App-Icons	iOS AppIcon.appiconset (primary, dark, tinted) and an indigo alternative; Android res folders with adaptive and legacy icons; Google Play icon and feature graphic; web and PWA icons.
04-Colors	tokens.css, tokens.json, Android colors.xml, iOS BrandColors.swift and a palette sheet.
05-Typography	Archivo Expanded (SemiBold, Bold, ExtraBold) and Inter (Regular, Medium, SemiBold, Bold) as TTF, with their licenses.
06-Social	Link preview image, headers for X, LinkedIn and Facebook, and profile pictures.

Questions about the brand
contact@megaticketsusa.com

MEGA BOOKINGS USA