Coquí Hideout – Brand Package

Your Coquí Hideout Brand Package gives your rental a cohesive, ready-to-launch identity.
Every detail — from the logo and color palette to the website and digital business card — saves time with ready-to-use, on-brand assets.

What's inside

- Logo versions & Usage
- Brand colors and Fonts
- Business Cards — Smart, Modern, and Always Up to Date
- Website Overview — Branded, Live & Ready
- Included Files & Deliverables

Why it matters

- Builds trust and recognition with guests
- Makes your rental look polished and consisten
- Saves time with ready-to-use branded assets

Use this as your quick reference to keep every part of your rental's branding clear, consistent, and ready to share.

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COQUÍ
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Your complete branding package — designed to make your vacation rental shine.

Logo Versions & Usage

Your Coquí Hideout logos are designed for every use — web or print.
Provided in PNG, SVG, PDF, and JPG formats.

Primary Logo

Horizontal Logo Logo

Icon

Wordmark Logo

Primary Logo
The full version combining icon and wordmark for maximum recognition. Best for print, social media, and anywhere the logo can stand on its own.

Horizontal Logo
A wide, balanced layout pairing the icon and name side by side. Ideal for business cards or designs with limited height.

Icon
Simplified mark for social media, stickers, or watermarks. Use when there isn't room for the full logo.

Wordmark Logo
A clean, boutique version of your logo focused on the name alone. Used where space is limited or simplicity creates more impact. It keeps your brand recognizable while maintaining an elegant, minimal look.

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Brand Colors & Fonts

Your Coquí Hideout look comes from this mix of calming colors and clean, modern type.
Use these tones and fonts to keep everything feeling relaxed, tropical, and on-brand.

Deep Teal | Main text, and background color for headers and footers | #0F394B

Coral Accent | Highlight for buttons and key details | #E38374

Sandy Beige | Soft backgrounds and light text color | #f8f5f0

Sky Aqua | Hover and secondary background color | #A8DADC

Soft Sage | Accent tone in logo and card design | #6e8b7b

Typography

Font Family:
Raleway

Raleway Bold / Semi-Bold:
Headlines and section titles.

Raleway Regular / Light:
Paragraphs, captions, and body text.

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Business Cards — Smart, Modern, and Always Up to Date

No more reprinting cards when details change. Your Coquí Hideout card features a QR code linking to your online business card — where your contact info, website, and social links always stay current. Your guests and partners simply scan the code to connect instantly, anytime, anywhere.

Business Card Design

A clean, modern card that reflects your Coquí Hideout brand. Designed for standard 3.5 x 2 in format and delivered as a print-ready CMYK PDF with bleed — compatible with any print company. Front feautures your logo and brand color background; back includes your contact details and a scannable QR code.

Digital Business Card

Each printed card includes a QR code linking to your online card — a touch-free way to share your contact info. The digital version opens on any phone and includes your logo, links, and social profiles. Always up to date, eco-friendly, and easy to share anywhere.

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Website Overview — Branded, Live & Ready

Your Coquí Hideout website is live, fast, and mobile-friendly — built around your logo, color palette, and story.
It's designed to convert visitors into guests through a photo-driven, easy-to-navigate layout.

Included:
Prewritten sections, lifestyle images (also for social media), basic SEO, and placeholders for your property photos, map, and links.

Your domain is live and will be transferred to your name after final setup.
Visit your live preview at coquihideout.com

What We Need:
Your updated property details and best photos — we'll replace placeholders and finalize your site.
Once your photos and details are added, your site becomes a complete, guest-ready experience.

A selection of lifestyle images included for your website and social media.

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Included Files & Deliverables

Your Coquí Hideout branding package includes everything you need to launch with confidence
— optimized for print, web, and social media.

Logo Files
Full, horizontal, icon, and wordmark versions.
Formats: .PNG (transparent background) and .SVG (scalable for print & web).

Fonts & Colors
Font: Raleway (Google Font – free for personal & commercial use).
Brand colors with HEX codes (see previous page).

Business Card Design
Print-ready .PDF and editable .AI version.

Website
Live, fully branded, and responsive design (Mobile, Tablet, Desktop).
Connected to your domain and listed on Google for visibility.
Includes basic SEO setup for search visibility.
Matching logo, color palette, and typography integrated for a cohesive look.

Lifestyle Images
Professional images included with your website to showcase your rental's personality.
Delivered in web and social media formats for easy sharing.
Optimized for Airbnb, social posts, and your website gallery — keeping your visual story consistent, everywhere.

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