

CAVMIR.COM

Brand Guidelines

Version 1.0 · October 2026

How the Cavmir brand is written, drawn and used: the words, the wordmark, the icon, the colours and the type. For partners, directories, press and everyone who works with Cavmir.



00

Contents

01 Brand Story

02 Positioning

03 Tone of Voice

04 Words We Use and Avoid

05 The Logo

06 Clear Space and Minimum Size

07 Incorrect Usage

08 The Icon

09 Colour

10 Colour and Contrast

11 Typography

12 Type Hierarchy

13 Applications

14 Trademarks and Brand
Management

01

Brand Story

A Miami marketing agency for vacation rentals and boutique hotels

Cavmir was founded in 2025 in Miami by Dan Ross, Founder and Creative Director. It turns vacation rentals and boutique hotels into brands guests book direct: the name and the logo, the photography direction and the film, a direct-booking website built on the owner's booking software, and the marketing that fills it.

Client sites run live on Hostaway, Guesty and Hospitable. Every site passes the TrollBuster™ legal scan before launch. After launch, four monthly plans (Bronze, Silver, Gold, Black) bundle SEO, GEO, guide pages, social posting, backlinks and press into one monthly number.

THE 16 SERVICES

- 12-Step System
- Branding
- Brand Guidelines
- Interior Design
- Airbnb Listing Service
- Listing Optimization
- Direct Booking Website
- Google Pages
- Influencer Marketing
- Listings CRM
- SEO
- GEO (AI Search Optimization)
- Paid Ads
- Social Media
- Automated Social
- Consulting

“Outsmart, don’t outspend.”

The principle behind the work: in Cavmir’s July 2026 study of Google AI answers to vacation-rental questions, independent operators took 82% of the citations and Airbnb and Vrbo appeared in 17% of answers. Visibility is earned with better pages, not bigger budgets.

02

Positioning

What Cavmir is, and what it is not

WE ARE

A marketing agency that builds the brand, the website and the demand

Built on the client's own booking software, through its official API

Priced in public, on cavmir.com/pricing and [/monthly-plans](https://cavmir.com/monthly-plans)

Proof-first: case studies, scored audits, monthly reports

Plain-spoken, specific, sourced

WE ARE NOT

A property manager; never "managed by Cavmir"

A PMS, a channel manager or a booking platform

A quote-by-call agency with hidden retail

A maker of revenue promises or guarantees

Hype, jargon, invented statistics

03

Tone of Voice

Plain, direct, specific

PRINCIPLES

1. **Say it out loud.** If a sentence would sound odd spoken to a host across a table, rewrite it.
2. **Every claim traceable.** A number, a date, a feature: each has a source we can show.
3. **Name the content.** Titles say what the page is, never how honest or bold it is.
4. **Second person, contractions, no filler.**
5. **Thank first, enthusiasm when it is earned, every no is “not right now”.**

BEFORE

Nestled in paradise, this unparalleled, breathtaking villa boasts world-class amenities and guarantees an unforgettable escape.

AFTER

Five bedrooms, each with its own bathroom, a pool above the sea and a beach at the bottom of the path. Fifteen minutes from Christiansted.

04

Words We Use and Avoid

USE

AVOID

guests book direct; a direct-booking website	"bypass Airbnb", "beat the platforms"
Cavmir markets this property; clients who work with Cavmir	managed by Cavmir; properties under Cavmir management
GEO (generative engine optimization): being named inside AI answers	AI SEO hacks; "rank #1 in ChatGPT"
the Cavmir audit; a scored report against five named competitors	free consultation; strategy call (unless one was asked for)
we feature you in; you feature Cavmir in	link exchange; backlink swap; guest post; sponsored
trademarks: Cavmir™, TrollBuster™, Guest DNA™ at first use	® on any mark; "patented"
Outsmart, don't outspend (a principle, not a slogan mark)	nestled, boasts, unparalleled, breathtaking, leverage, synergy, utilize

05

The Logo

One wordmark, two colours



CAVMIR.COM



CAVMIR.COM

BURGUNDY

On white, cream and sand: the default on every light surface, in print and on screen.

WHITE

On burgundy, deep burgundy, navy, ink and photographs with a darkened area behind the mark.

Files: cavmir-wordmark-burgundy.png and cavmir-wordmark-white.png at 990 × 173 px, 2× and 4×, transparent background, in the logo kit at cavmir.com/brand/. The wordmark is an image: it is never retyped, even in Ubuntu.

06

Clear Space and Minimum Size

X = the height of the C



Keep clear space of at least X on every side, where X is the cap height of the C. Nothing enters that space: no text, no other logo, no edge of the page.

USE	MINIMUM WIDTH	NOTE
Screen	120 px	below that, use the icon
Print	30 mm	business cards, labels: 30 mm or the icon
Social avatar	—	the icon on the burgundy square, never the wordmark

07

Incorrect Usage

Six things never to do



Do not stretch or squash it.



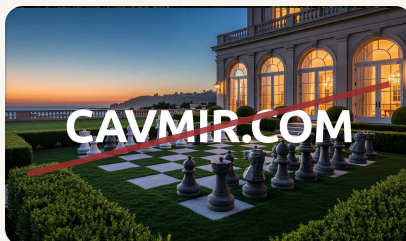
Do not recolour it.



Do not rotate it.



No shadows, outlines or gradients.



Not over a busy photo without a shade.



Never retype it in another font.

08

The Icon

The rocket, on its burgundy square



WHERE

App tiles, social avatars, favicons, and any space too small for the wordmark. It is a companion to the wordmark, never a second logo beside it.

RULES

Keep the yellow and the burgundy as shipped. The transparent cut-out goes only on a dark background. Sizes in the icon kit: 1024, 512, 256, 180, 32 and 16 px.

09

Colour

The primary palette and the neutrals

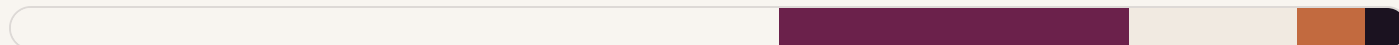
PRIMARY

Burgundy	Deep burgundy	Copper	Copper ink	Ink
HEX #6B214B RGB 107 33 75 CMYK 0 69 30 58 the brand colour: backgrounds, buttons, the wordmark on light	HEX #431029 RGB 67 16 41 CMYK 0 76 39 74 night bands, hover states, gradients	HEX #C26A3F RGB 194 106 63 CMYK 0 45 68 24 eyebrows, rules, large accents	HEX #A84F2F RGB 168 79 47 CMYK 0 53 72 34 copper for small text on light surfaces	HEX #1B1220 RGB 27 18 32 CMYK 16 44 0 87 body text

NEUTRALS

Cream	Sand	Navy	White
HEX #F8F5F0 RGB 248 245 240 CMYK 0 1 3 3 page background	HEX #F1EAE1 RGB 241 234 225 CMYK 0 3 7 5 panels, tables, section bands	HEX #0F3460 RGB 15 52 96 CMYK 84 46 0 62 data and comparison pages	HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 cards and the wordmark on dark

USAGE RATIO



Cream and sand carry most of a page; burgundy frames and leads; copper accents; ink speaks. Gold or tan is never used for type.

10

Colour and Contrast

Approved text pairings, WCAG 2.1

PAIRING	RATIO	USE
Aa Ink on cream	16.73 : 1	body text
Aa Burgundy on cream	9.93 : 1	body text
Aa Copper ink on cream	5.05 : 1	body text
Aa White on burgundy	10.8 : 1	body text
Aa White on deep burgundy	15.62 : 1	body text
Aa White on navy	12.5 : 1	body text
Aa Copper on cream (large only)	3.56 : 1	large text and headings only (18 pt+ or 14 pt bold)
Aa Ink on sand	15.25 : 1	body text

AA needs 4.5 : 1 for body text and 3 : 1 for large text. Copper (#C26A3F) is an accent, never small text; copper ink (#A84F2F) is the copper for small text on light surfaces.

11

Typography

Two open-licence faces, self-hosted

Cormorant Garamond

Headlines and large numbers, weight 600. Never italic in headings or navigation. Set numbers in Ubuntu where legibility matters: Cormorant's oldstyle figures turn 10 into IO.

Ubuntu

Everything else: body text (400), labels and buttons (500 and 700), eyebrows in capitals with wide letter-spacing. Weights below 400 are not used anywhere: thin text was the complaint across the portfolio.

RULES

1. No gold or tan type, ever.
2. No Inter, Roboto, Poppins, Open Sans, Montserrat or any generic default face.
3. Fonts are self-hosted (no Google Fonts links) with their licence file beside them.
4. Italics sparingly, in body text only.

12

Type Hierarchy

EYEBROW · Ubuntu 700 · 11.5 px · 0.22 em tracking · copper ink

Page title, Cormorant 600, 56 to 72 px

Section heading, Cormorant 600, 34 to 44 px

Card heading, Ubuntu 700, 18 px

Body, Ubuntu 400, 16 to 17 px, line height 1.65, ink on cream. Links in burgundy, underlined on hover.

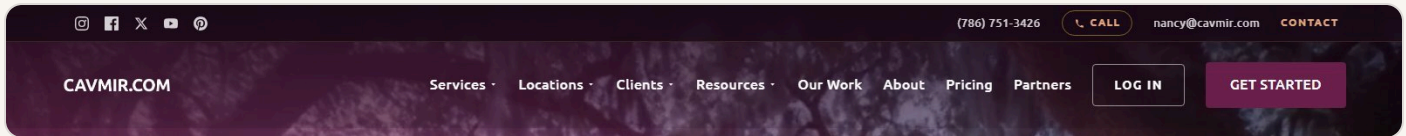
Caption and legal, Ubuntu 400, 13 px, ink at 70%.

BUTTON · UBUNTU 700 · 12.5 PX · 0.14 EM

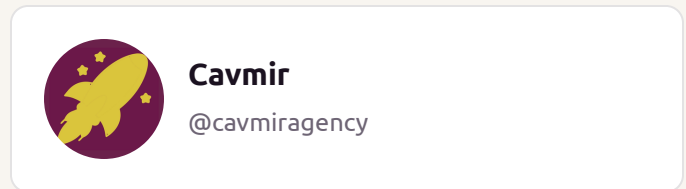
13

Applications

The mark at work



Website header: white wordmark on the dark utility band, burgundy on scroll.



Social avatar: the icon on the burgundy square.

Footer credit band on client sites: the real white wordmark, never retyped, linking to cavmir.com.

Partnership announcements: cavmir.com/brand/announce/ puts a partner's logo next to the wordmark in the house layout.

Trademarks and Brand Management

MARKS

Cavmir, TrollBuster, Guest DNA, Scenogenesis, Before Capture, Launch Reel, Backlinks Bonanza and King Broker are trademarks of Trousdale Digital Technologies LLC. Write ™ at the first or most prominent use on a page; never ®. One spelling, always. Use a mark as an adjective before the service (“the TrollBuster™ scan”), never as a verb.

USING THE BRAND

Partners, directories and press may use the wordmark, the icon and the texts in the brand kit as shipped, to refer to Cavmir, under the brand-use policy at cavmir.com/trademarks/. Nothing in the kit may be altered, and nothing may suggest endorsement that has not been agreed in writing.

CONTACT

Partnerships: Morgan Smith, Director of Strategic Partnerships, partners@cavmirusa.com

Press: Nancy Garcia, nancy@cavmir.com, (786) 751-3426

Address: Cavmir, 25 SE 2nd Avenue, Miami, FL 33131

LEGAL ENTITY

Cavmir is a brand of Trousdale Digital Technologies LLC, a Wyoming limited liability company. The public line is “Cavmir, a Trousdale Digital company”.

VERSIONS

1.0, October 15, 2026. The kit at cavmir.com/brand/ is the current version; this document is replaced, never edited in place.

CAVMIR.COM

CAVMIR.COM/BRAND