

OC TRAVEL

BRAND & PRODUCT IDENTITY

Spiti

BY OC TRAVEL

The concierge portal for luxury event travel.

THE EVENT CONCIERGE PORTAL

ÉDITION 01 · MMXXVI

Spiti is a house that receives you — the Greek word for *home*, and a valley by the same name; a place that expects you, prepares for you, and asks nothing of you at the door.

That is the product, named. A VIP guest experiences arrival, transfer, hotel, dinner, the show, gifting, and return as one unbroken, hosted motion — the ease of being received into a house that has thought of everything. Every hand-off is felt as grace, never as logistics. Behind the curtain, eight roles and a wall of need-to-know permissions do the work the guest never sees.

This book sets the mark, the palette, the type, the voice — and the co-branding system that lets an event read as the house it honours while OC Travel signs, quietly, beneath. The machine-readable half of this identity ships alongside as `design-tokens.css`, the skin the portal itself wears.

IN THIS VOLUME

The name & the idea	01
The wordmark	02
The lockup with OC Travel	03
Palette	04
Typography	05
Voice of the concierge	06
The co-branding system	07
Three houses, one system	08
Two registers of density	09

The tension this identity dresses. Invisible luxury on the guest's face; strict need-to-know underneath. Warm, understated, confident, discreet — never admin software, never SaaS-bright. Discretion *is* the luxury.

The word is the welcome.

Where a lesser name would describe a category — *portal, platform, concierge-suite* — Spiti names the feeling itself.

Spiti is the Greek word for *home*, and the name of a Himalayan valley: a place that receives you, that has been made ready, that asks nothing of you at the threshold. That is precisely what the golden path delivers — nomination to invitation, arrival to the show to the airport — the guest carried through as if into a house that expects them.

It is at home engraved on an invitation and equally at home set at eleven points in a system footer beside a role badge. Five letters, plain Latin, no accent — it renders on any keyboard, in any locale, in a URL, in a vendor email, without a single special character to lose. Neutral where it must be, warm where it counts. And it never says *software*.

A note on the name: Spiti is the client's own in-market tool name — owned and carried already; this identity builds the good, beautiful form of a name the house is keeping. The defensible asset remains the **lockup** — Spiti by OC Travel — together with this wordmark treatment. A full clearance search precedes public launch. (Illustrative guidance, not legal advice.)

ONE MARK, ONE FORM

No accent to manage, no locale variant to fork — the register is carried by setting and scale, not by a special character.

Spiti

THE ONE TRUE FORM

CEREMONIAL REGISTER — BY SETTING

On the cover, the invitation, the guest-itinerary masthead the mark is set large in Cormorant light on ivory, with air and a brass hairline. Same letters; the couture comes from scale and ground, not an accent.

SYSTEM REGISTER — IN THE MACHINE

At eleven points in a footer beside a role badge the same mark reads plainly, in the working weight. Neutral, legible, global — no character it can lose in a URL or a vendor email.

RULE · Register lives in scale & setting · the letters never change.



CONSTRUCTION

Display face	Cormorant Garamond
Weight	Light · 300
Tracking	+0.09 em
Case	Titlecase
Signature	Inter · +0.34 em caps

A high-contrast old-style serif at light weight: the thin strokes read as engraving, not as body type. The cap S anchors; two dotted i's set a quiet rhythm; no descenders, no accent, no collision — the wider tracking lets the five short letters breathe at scale.

CLEAR SPACE



Reserve clear space equal to the cap-height of the S around the mark. Nothing — no client logo, no rule, no UI chrome — enters this field.

SCALE & REVERSAL



Ivory-on-ink and ink-on-ivory both hold. The mark is never rendered as a raster image — it is always live type or SVG, so it stays crisp at every size and renamable by construction.

The house lockup

On OC-owned and default surfaces, the mark stands with its maker. Spiti leads; OC Travel signs beneath in the quiet sans, at a fraction of the mark's scale. This is the form on the sign-in screen before an event resolves, on the ops dashboards, and anywhere no client brand is present.



Vertical lockup — the primary form. A horizontal form (Spiti · by OC Travel) is available for narrow headers.

The co-brand lockup

On a client event, the *program* is named first — the house and Spiti read together as the name of the experience. OC Travel steps back to a signature line, the private secretary who does not announce themselves.



The program name sits large; the OC signature sits at ~58–62% scale in the muted ink, letterspaced small-caps. the House is the client's own wordmark in a live lockup slot — never redrawn here.

COEXISTENCE RULES

1. **The house leads.** On any co-branded surface, the client's mark and palette dominate; Spiti is the program, OC the signature.
2. **One accent at a time.** The client's accent replaces brass across the surface — see §07. Two metallics never share a screen.
3. **OC signs, never shouts.** The OC signature is a footer/lockup line in the quiet ink; it is present on every co-branded surface and never larger than the program name.
4. **Clear space is inviolate.** The client logo keeps its own clear space; the two marks never touch.

Ivory, ink, one brass.

The default skin is deliberately quiet: a warm ivory ground so no screen reads as clinical white, a warm charcoal ink so no text reads as harsh black, and a single antique-brass accent — champagne, never shiny gold. This is the OC Travel / Spiti identity, and the ground on which any client brand is later laid.

The accent does little and means much: it marks the live link, the confirmed state, the one number that matters on a dense board. Restraint is the point — brass earns attention because it is rationed.

STATUS, MUTED

System states never go SaaS-bright. Sage for on-track, amber-brass for the seven-day flight warning, muted terracotta for urgent — a red that whispers, not alarms.



Approved #5E7355 Warning #B0812F Urgent #A24B3B Info #4E6472

Ivory #F6F1E7 Primary ground	Cream #EFE8DA Cards · secondary	Parchmen #E7DECD Hover · rule-off	Shell #FBF8F1 Raised sheet
Ink #23201B Headings · text	Ink Soft #46413A Body	Ink Muted #6E675C Caption · meta	Ink Faint #9A9284 Disabled · folio
Brass #A8873E The accent	Brass Deep #806528 Pressed · emphasis	Brass Soft #C9AE72 Fill · chip	Brass Veil #EDE3CB Selected wash

Twelve tokens carry the whole house. Every value ships as a CSS custom property in `design-tokens.css` — the app wears exactly this, and a client theme overrides only the `--brand-*` layer, never these raw values.

DISPLAY & THE WORDMARK

Cormorant
Garamond

High-contrast old-style serif, set light. Carries the wordmark, the covers, the guest-itinerary mastheads, every display heading. The couture voice of the system. SIL OFL 1.1

EDITORIAL READING — GUEST
NARRATIVE

Your driver will be waiting
as you land.

Newsreader — a warm reading serif for the guest-facing itinerary, so it reads like a letter, not an app screen. SIL OFL 1.1

DATA · MONOSPACE

AF 1276 · 21:40 · CDG 2E

IBM Plex Mono — flight numbers, PNRs, times, rate codes, audit timestamps. Tabular, unambiguous. SIL OFL 1.1

UI & DATA — THE WORKING
VOICE

Inter

Clean neutral humanist for all UI chrome — buttons, tables, labels, boards. Renders identically desktop and mobile, dense and spacious. SIL OFL 1.1

THE DISPLAY SCALE

66 / display Spiti

41 / h1 Arrival

32 / h2 The procession

26 / h3 Welcome dinner

BODY & LABEL — INTER

16 / body The car is waiting.

13 / caption Terminal 2E · Gate reserved

11 / kicker ITINERARY · DAY TWO

Offline-safe. All four faces are open-licence and self-hosted as woff2 — the portal renders with no runtime font fetch. Each stack degrades to a same-genre system face if a file is ever missing.

The voice is a *private secretary's*, not a notification engine's.

It states what has been handled, names the specific, and never asks the guest to manage anything. It is warm without gushing, precise without sounding like a receipt. Where a system would say "*Transport assignment confirmed*," the concierge says the car is waiting. Where a system would say "*Status: approved*," the store manager says something a person would say to a person.

THREE RULES

1. **Name the specific.** The hotel, the terminal, the hour — not "your accommodation," "the airport," "shortly."
2. **Handle, don't instruct.** The guest is told what is done, not asked to do.
3. **Match the surface.** The guest hears grace; the ops board hears fact. Same truth, two registers.

ITINERARY LINE · GUEST-FACING

"Wednesday, 6:40 pm — Étienne collects you from The Peninsula in the black Mercedes. The show begins at 7:30; you'll be seated before the lights."

Named driver, named hotel, named car, the timing that reassures — and the promise (seated before the lights) that only a concierge would think to make.

NOTIFICATION · FLIGHT DELAY HANDLED

"Your flight is running an hour behind — nothing to do. Étienne already knows and will be at Arrivals when you land."

The signature white-glove touch, in voice: the delay is acknowledged, the guest is released from worry, and the car is already re-timed underneath (the single-write propagation, felt as grace).

APPROVAL · TO THE STORE MANAGER

"Mrs. Al-Rashid is approved for Paris. You can let her know — we'll take it from here the moment you have her flights."

Operator-to-operator: a decision delivered as good news, with the next single action named and the hand-off to OC made explicit and warm.



THE CO-BRANDING SYSTEM

One system, every house.

*The threshold is set. The guest walks through as the house they know — while
OC Travel holds the door.*

The mechanism

Components never read a raw colour. On a brand-owned surface they read a small set of `--brand-*` tokens — primary, accent, ground, the lockup slot, an archetype flag. A per-event theme, resolved from the client's own brand assets at shell render, sets one attribute on the shell root and overrides only those tokens.

```
<div class="shell"
  data-brand="lv"
  data-density="spacious">
  ... same components, re-skinned
  ...
</div>
```

Zero component-code change. The wordmark stays live text; the client logo drops into the lockup slot; brass gives way to the house accent. A store manager opening an LV event, and a guest opening its itinerary, both meet the house — inside Spiti's structure.

THE TWO SHELLS, CO-BRANDED

Both the concierge shell (dense, desktop) and the guest shell (spacious, mobile) re-skin per event. The co-branding layer is orthogonal to density — a house theme and a density register compose freely.

THE DEFAULT — SPITI HOUSE

Spiti

BY OC TRAVEL



No client brand applied

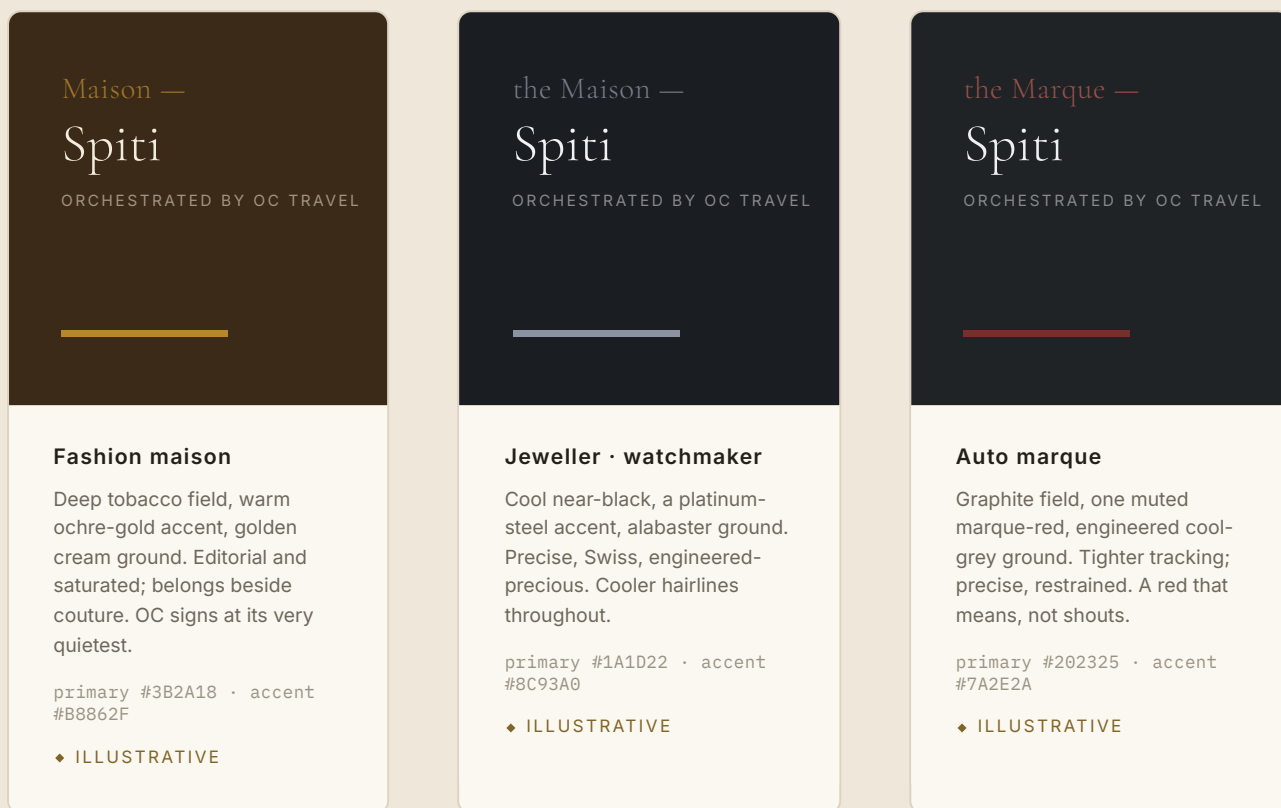
Ivory ground · ink type · brass accent. The skin every OC-owned surface wears, and the ground a client theme is laid over.

`--brand-primary #23201B --brand-accent #A8873E`

A NOTE ON TRUTH

The three houses on the next spread are **illustrative archetype demonstrations** — a fashion maison, a jeweller, an auto marque. Their palettes are tuned to prove the system flexes with taste. *No block claims to be any real brand's exact specification, and no real logo is reproduced.* A live event draws its true values from the client's own assets.

The same lockup, the same components, three houses. Each surface shows the co-brand lockup — the program named first, OC signing quietly beneath — laid on that archetype's palette. A brand approver opening any one of these should believe a house of that tier sanctioned it.



What holds constant across all three: the **structure** (grid, spacing, component behaviour), the **wordmark as live type**, and the **OC signature** — present, subordinate, in the quiet ink. What swaps: primary, accent, ground, hairline, and the client logo in the lockup slot.

What never happens: two accents on one screen; the OC signature larger than the program name; a client logo redrawn or approximated; a real maison's exact palette claimed as fact. The system co-brands by *belonging* to the house — the quietest, most confident way to sit beneath a name like these.

The product renders in one of two shells, chosen by role, never mixed. Both wear the same palette, faces, and accent — one family — but the spacing, type scale, radius, and control heights are tuned so each feels made for its work. A density register is a documented token set: `data-density="spacious"` and `data-density="efficient"`.

SPACIOUS — GUEST & MANAGER

WEDNESDAY · DAY TWO

6:40 pm — Étienne collects you

The Peninsula · black Mercedes · seated before the lights

7:30 pm — The show

Front row · your seat is reserved

10:00 pm — Dinner

Le Grand Véfour · table for two

THE TOKENS SHIFT UP

Row height	60 px
Control height	44 px
Body base	16 px
Gutter · radius	2.5 rem · 14 px

Air, generous line-height, the reading serif on the guest itinerary. Aesop / Cereal register. This is what the guest and the store manager touch.

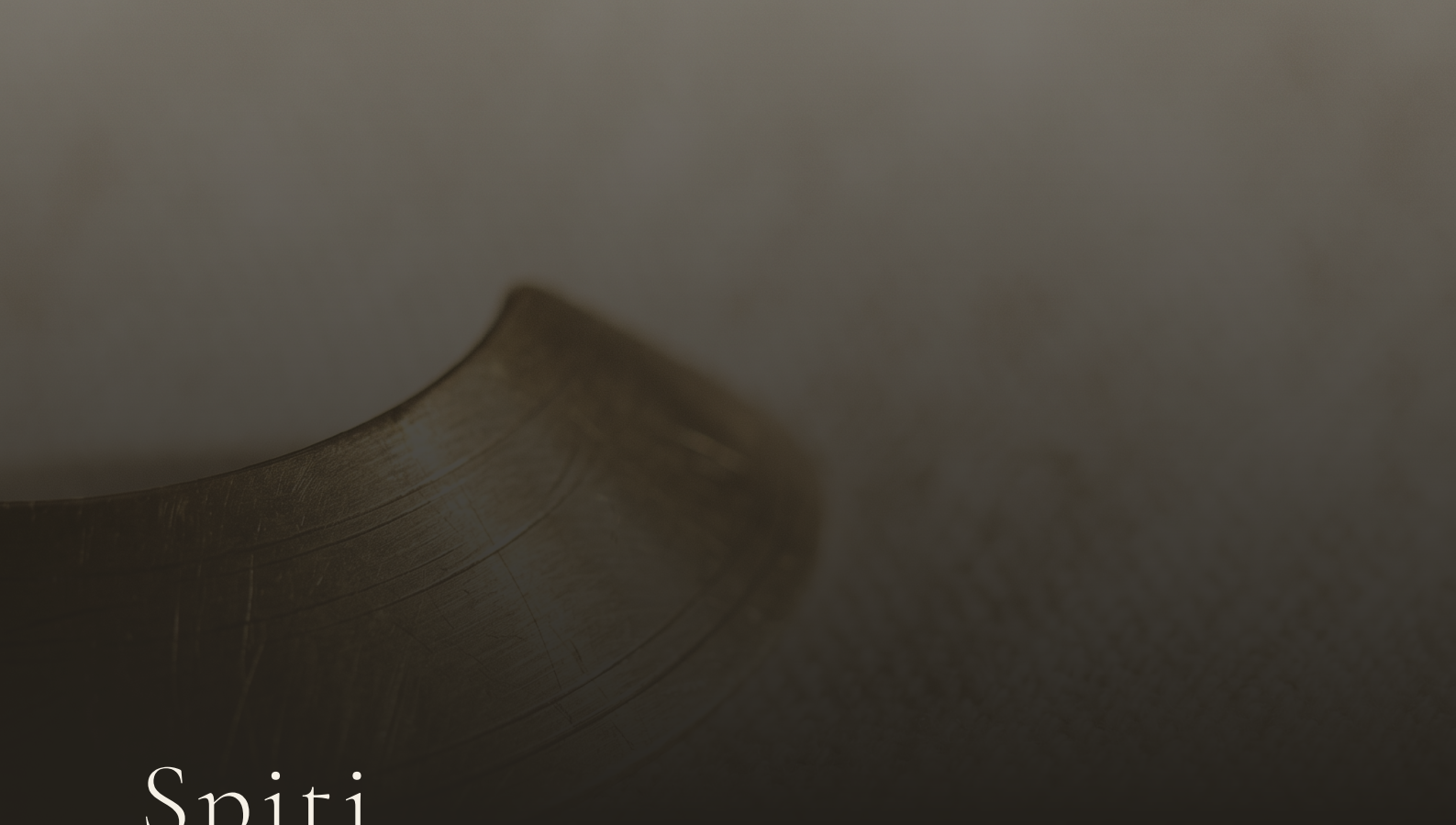
EFFICIENT — OC OPERATIONS

GUEST	FLIGHT	PICKUP	STATE
Al-Rashid, N.	AF1276	21:40	● OK
Chen, W.	DL084	+1:05	● Delay
Okonkwo, A.	- - -	-	● No fit
Bianchi, L.	BA318	18:15	● OK

THE TOKENS TIGHTEN

Row height	38 px
Control height	32 px
Body base	13.3 px
Gutter · radius	1.25 rem · 5 px

More on screen, still beautiful. Tabular data, calm hairlines, the mono face carrying flights and times. Linear / Notion register — the single board OC watches on the day.



Spiti

BY OC TRAVEL

THE VOLUME

Brand & Product Identity for Spiti, the event-concierge portal by OC Travel. The mark, palette, type, voice, and the co-branding system across three house archetypes.

The machine-readable identity ships as `design-tokens.css` — the skin the portal wears, with the per-brand accent swap as documented token overrides.

FACES & MATERIALS

Set in Cormorant Garamond, Newsreader, Inter, and IBM Plex Mono — all open-licence (SIL OFL 1.1) and self-hostable. Commissioned imagery: arrival, threshold, invitation, and metallic-detail plates, editorial luxury-hospitality register.

Illustrative co-brand palettes demonstrate the system's flex; none is a real brand's specification, and no real logo is reproduced.

■ MADE BY KALDUNE