

Airbnb Goods Toolkit

2025



Approach

Every object with the Bélo on it deserves thought and care.

Representing the brand

When we decide to make branded merchandise, we consider the impact on our five stakeholder groups: guests, hosts, communities, employees and shareholders. We believe there is no such thing as “internal only”.

We use branded merchandise to celebrate and create long-lasting connections to our brand. Therefore; we make goods that are unique, timeless and lovable. We do not make things that are cheap, frivolous or disposable.

Sourcing good product

We maintain high quality standards throughout ideation, design, production and distribution.

Whenever possible, we partner with diverse, local makers to produce goods using environmentally conscious operations. We do not cut corners on production at the expense of people or the planet.



Branding Guidelines

Start here

Before you begin, ask yourself the following questions:

Does it make sense to put the Bélo on this object?

Branded products should feel cohesive and intentional and not disposable.

Please do not give something cheap because you feel like you “should” have a gift. Prioritize function and quality.

Is there already a logo on this object?

If yes, read the co-branding guidance on p.23. Successfully pairing an existing logo with Airbnb branding requires careful consideration of proportion and alignment of the two logos.

Color

Branding touchpoints should be kept in our core color palette.

The branding touchpoints on each item should be subtle and indicative of our master brand.

The Bélo and any supporting text should be featured in Rausch, Hof or white and Cereal font.



Rausch
Pantone Coated: 1787 C
Pantone Uncoated: 1785 U
CMYK: 0, 83, 57, 0
Thread: Maderia 1154
Dye Sublimated Fabric: 1785 CMYK



Hof
Pantone Coated: 2336 C
Pantone Uncoated: Black U
CMYK: 62, 52, 51, 59
Thread: Maderia 1241
Dye Sublimated Fabric: 7533 CMYK

Logos and Wordmarks

Airbnb Bélo

This is the Bélo—recognized around the world as the iconic symbol of Airbnb and belonging.

We most often use the Bélo on its own, without the Airbnb wordmark lock up.

Download Bélo [here](#).

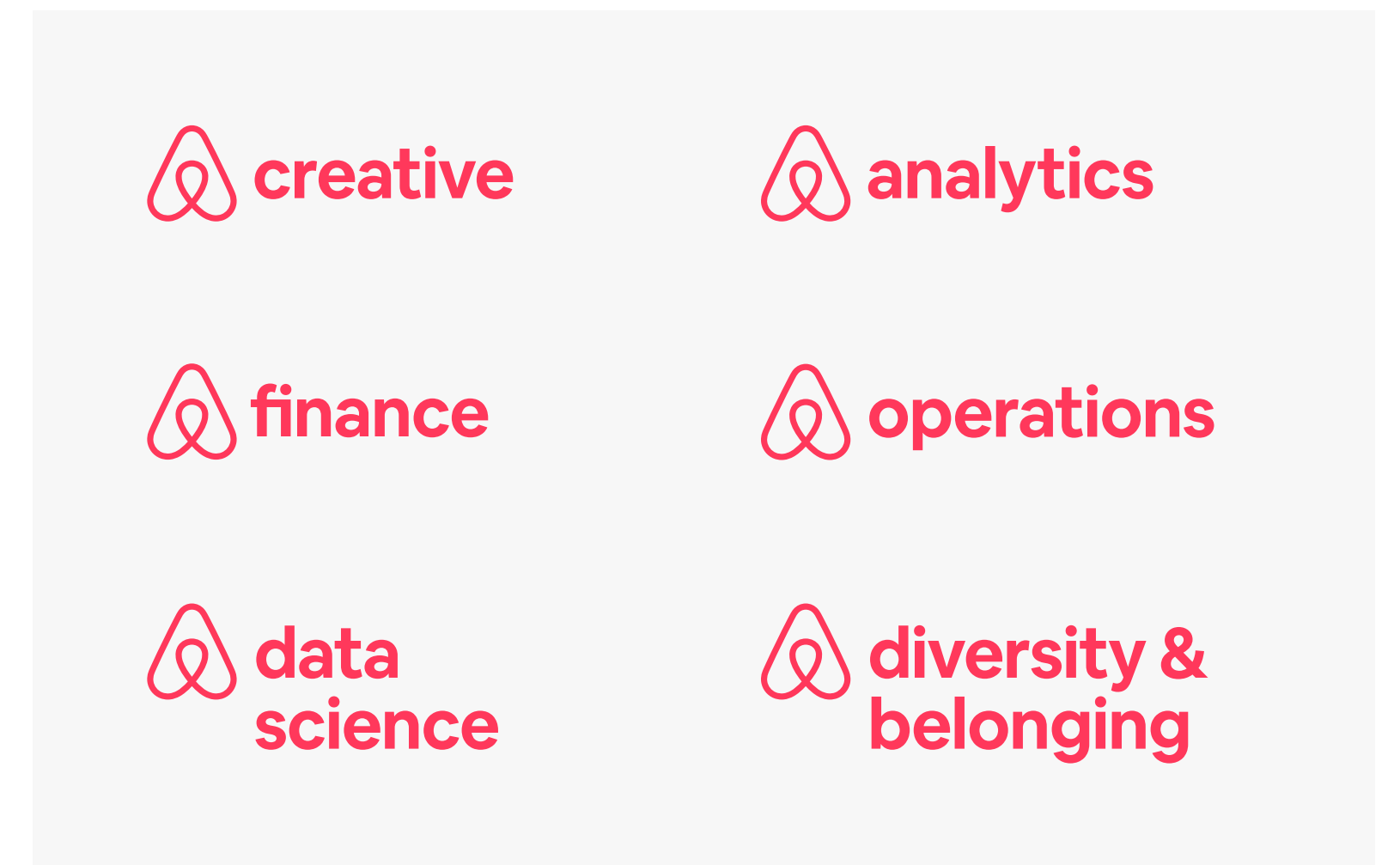


Team & program wordmarks

Our teams and programs have unique functions within Airbnb, and our wordmark system aims to bring focus to each identity while grouping them within a system defined by the parent brand.

This system pairs the Bélo with a simple lowercase/bold Cereal wordmark.

Download wordmarks [here](#).



Apparel



Tees

Apparel that is branded with the Bélo should be soft, comfortable and casual.

The Bélo should stand on its own in one of these three locations:

- Front left chest
- Back of neck
- Bottom right sleeve

Bélo size should never exceed 1” width.

If desired, a team wordmark can be used in place of a solo Bélo.

If there is additional text, it should be featured on the left sleeve or back of neck, in Cereal font.

Bélo and text color options:



Tees

Apparel that is branded with the Bélo should be soft, comfortable and casual.

The Bélo should stand on its own in one of these three locations:

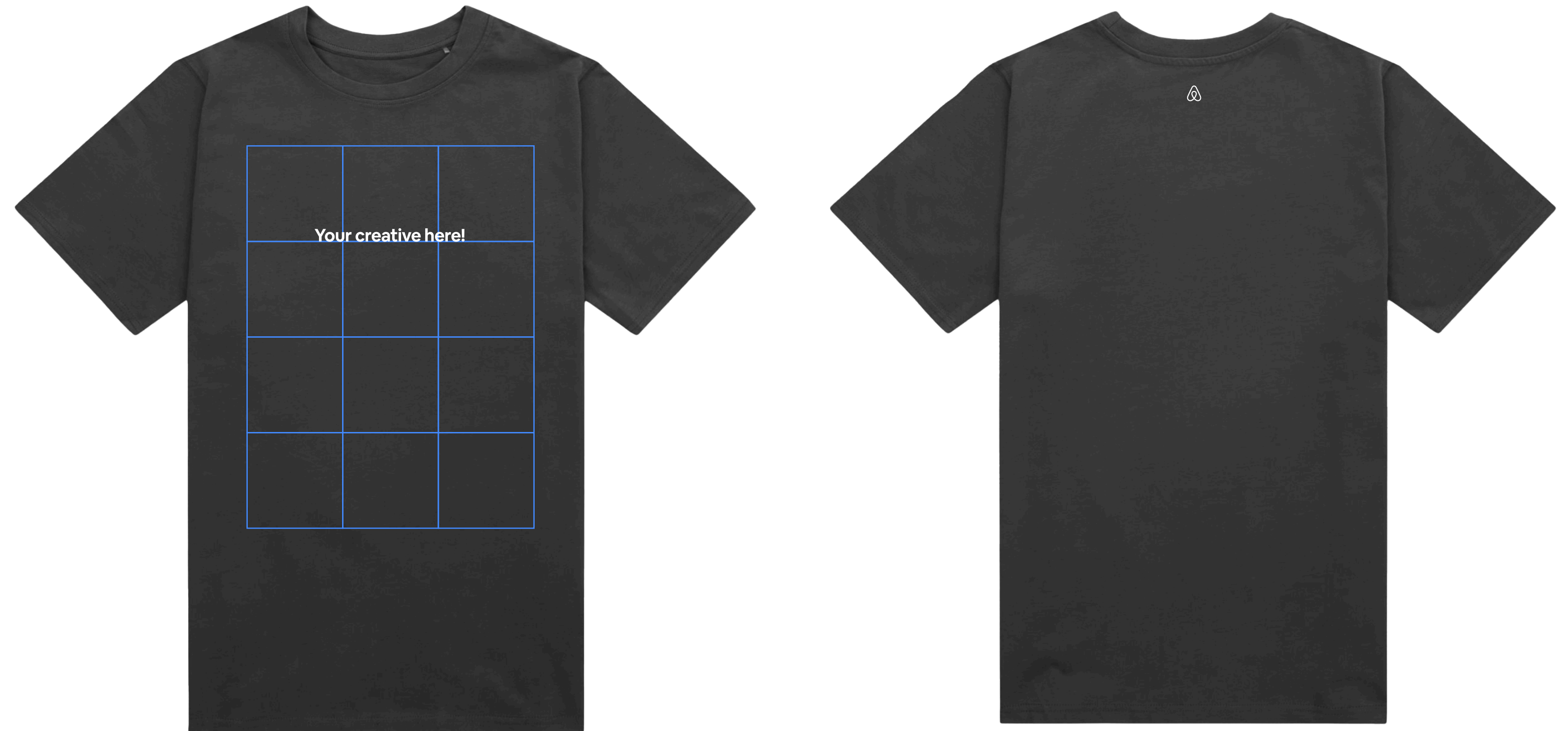
- Front left chest
- Back of neck
- Bottom right sleeve

Bélo size should never exceed 1” width.

If desired, a team wordmark can be used in place of a solo Bélo.

If there is additional text, it should be featured on the left sleeve or back of neck, in Cereal font.

Bélo and text color options:



Tees

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Bélo and text color options:



Sweatshirt

Apparel that is branded with the Bélo should be soft, comfortable and casual.

The Bélo should stand on its own in one of these three locations:

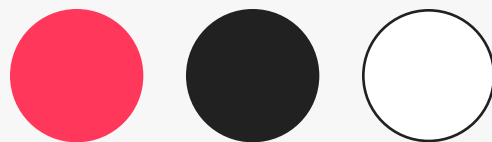
- Front left chest
- Back of neck
- Bottom right sleeve

Bélo size should never exceed 1” width.

If desired, a team wordmark can be used in place of a solo Bélo.

If there is additional text, it should be featured on the left sleeve or back of neck, in Cereal font.

Bélo and text color options:



Hoodie

Apparel that is branded with the Bélo should be soft, comfortable and casual.

The Bélo should stand on its own in one of these three locations:

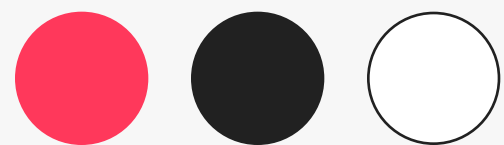
- Front left chest
- Bottom right sleeve

Bélo size should never exceed 1” width.

If desired, a team wordmark can be used in place of a solo Bélo.

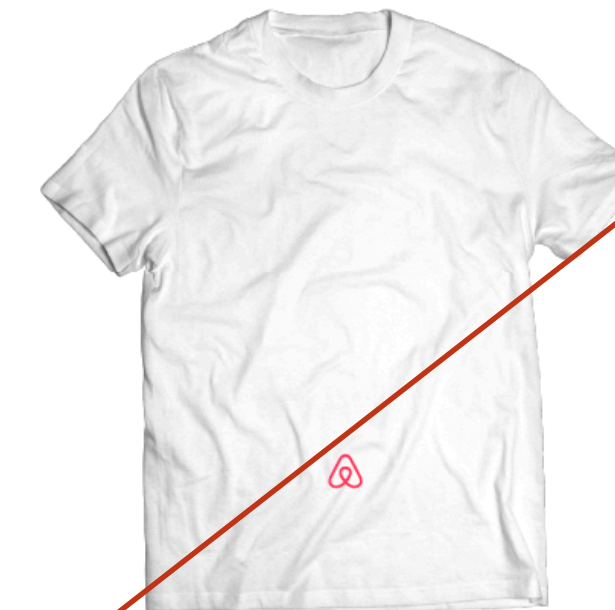
Do not place the Bélo on the back of the neck if a hood or collar will conceal it on a regular basis.

Bélo and text color options:



Please don't

- Do not anthropomorphize or characterize or the Bélo. It is a symbol of belonging and should not be confused for any other interpretation.
- Do not supersize the Bélo. Our brand is humble and understated; the size of the Bélo on any product should be a reflection of that.
- Do not make branded merchandise using creative content that was found on the internet or plagiarizes another company or brands design.
- Do not make branded merchandise using internal language that could be confusing or misleading to the general public.
- Do not place the Bélo in awkward or unusual places on the garment.



Hats

Hats should be decorated using embroidery or a woven label.

Give the Bélo some room to breathe!

If the Bélo is on the front, additional information should be placed on the back.

If additional information is on the front, the Bélo should be placed on the back.

The Bélo can be embroidered in the following threads:

- Rausch: Maderia 1154
- Hof: Maderia 1241
- White

Bélo and text color options:



Socks

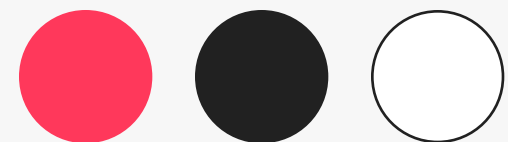
The Bélo and any additional artwork should be embroidered or woven directly into the sock.

No more than one Bélo per sock.
Please be conscious of scale and avoid awkward placements.

The Bélo can be embroidered in the following threads:

- Rausch: Maderia 1154
- Hof: Maderia 1241
- White

Bélo and text color options:



Co-branding



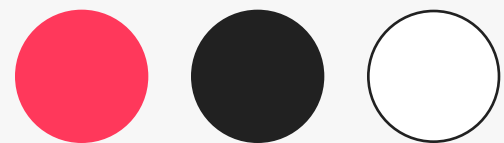
Co-branding

When co-branding a ready-made garment, give both logos generous space to breathe.

If the other brand is featured on the front of the garment, the Bélo should be placed on:

- the opposite sleeve
- the back of the neck

Bélo and text color options:



Co-branding

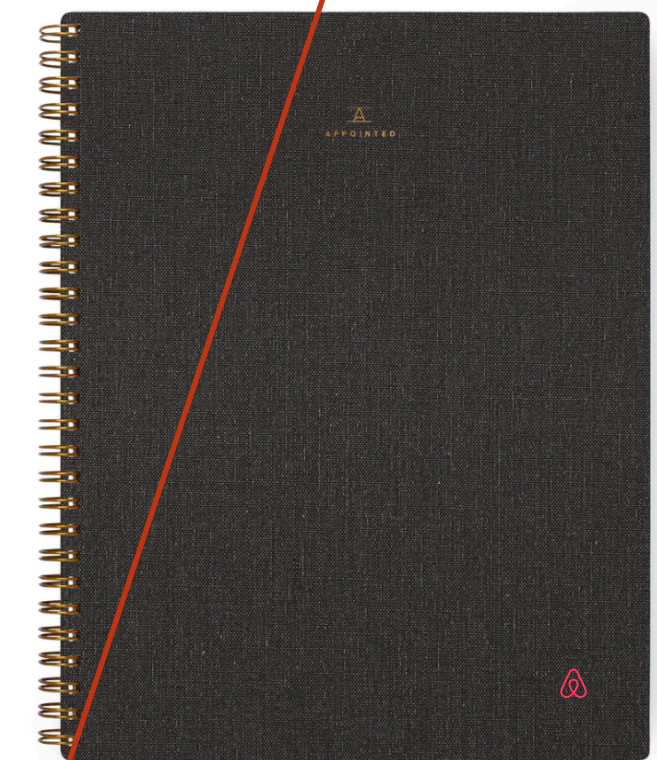
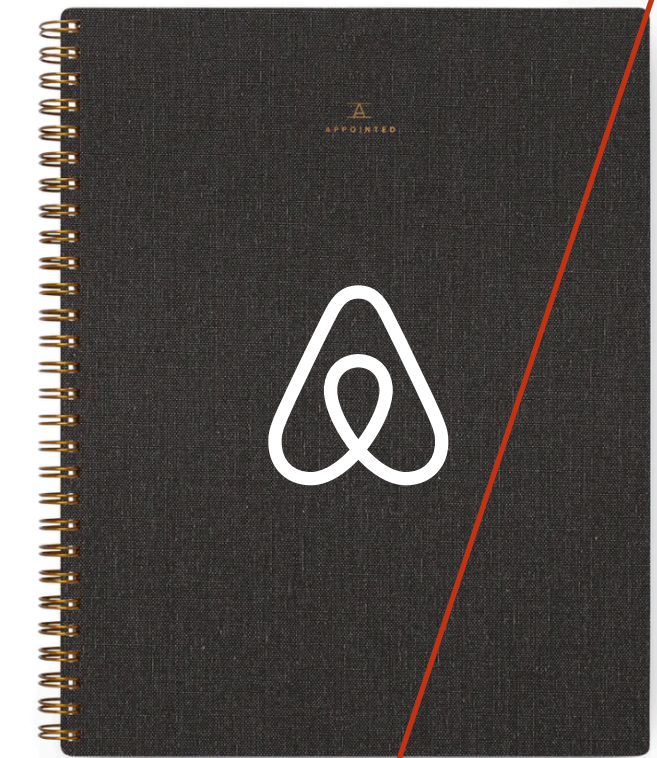
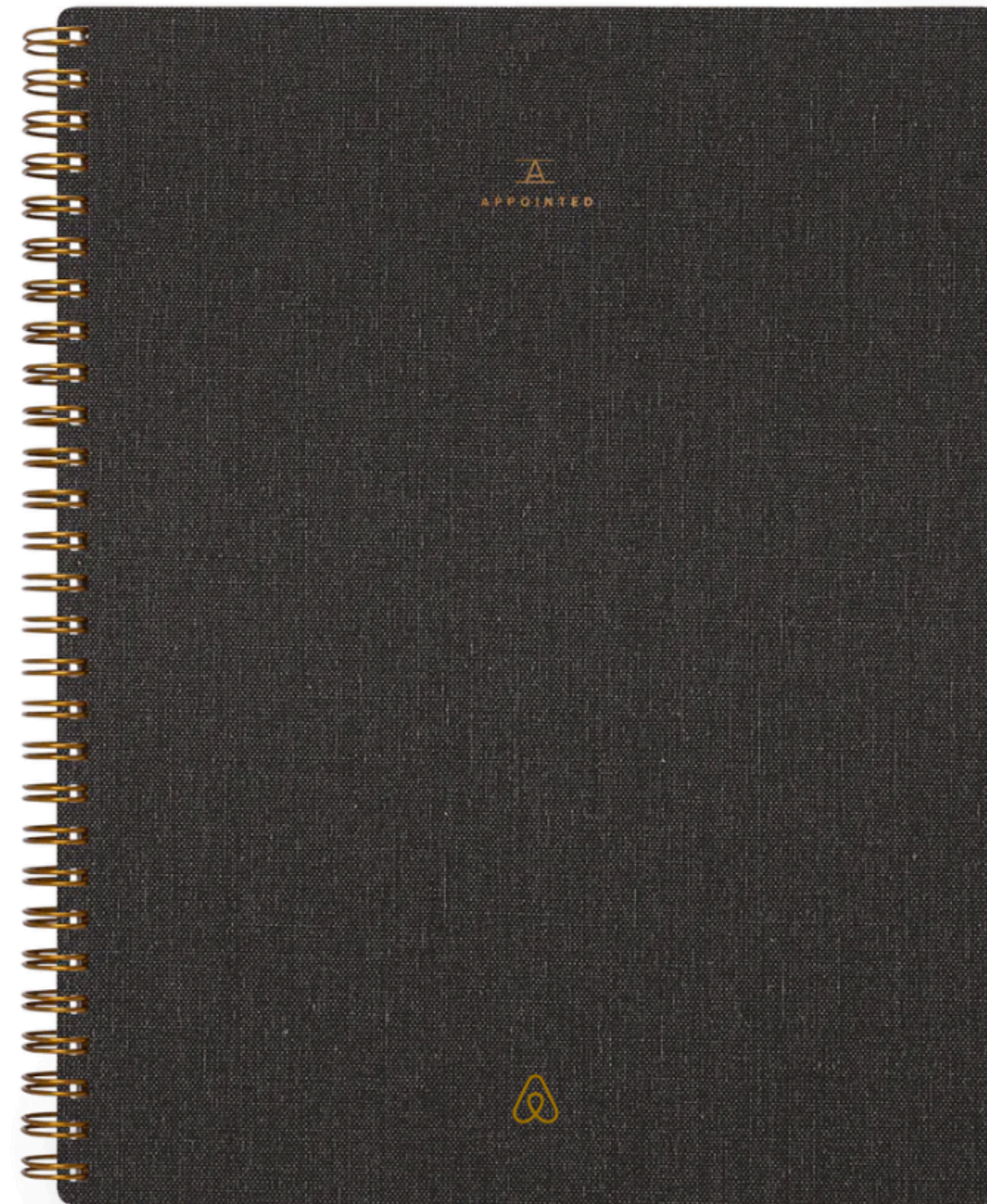
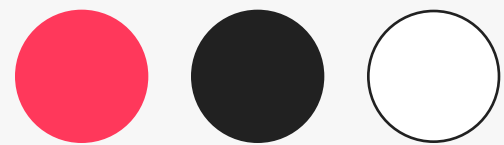
For instances when both logos must appear on the same surface, such as a notebook cover:

→ Alignment: if the the existing logo in center aligned, center align the Bélo. If the existing logo is left or right aligned, match the Bélo to that.

→ Proportion: keep the logos in relative proportion to each other.

→ Color: choose a color that is compatible with the existing logo. Avoid Rausch unless the existing logo is black or white.

Bélo and text color options:



Co-branded Labels

For co-branded labels, follow this “[brand wordmark] for Airbnb” lockup.

Proportion: Match the x-heights (for mostly lowercase logos) or cap heights (for mostly uppercase logos) of the two wordmarks so they are visually proportional to each other.

The word “for” should be set in Cereal Medium, or a weight that complements the other brand’s logo (i.e. Book if the logo is a lighter weight). “For” should be smaller than the two logos, as demonstrated here.

Wordmark and text color options:



*Co-branding a label requires formal approval and should not be pursued independently.

Please don't

- Do not place a huge Bélo anywhere on the garment. Airbnb branding should be proportional to the object it is branding.
- The “for Airbnb” lockup is exclusively for use on tags; do not use it in any other placements.
- Do not stack the Bélo on top of or beside another brand's logo. This creates a lock-up look-alike.
- Garments with logos on both sides of the chest look overly branded and devalue both logos, do not do this.
- Do not use the Bélo or Airbnb wordmark in another brand's colors.



Paper Products



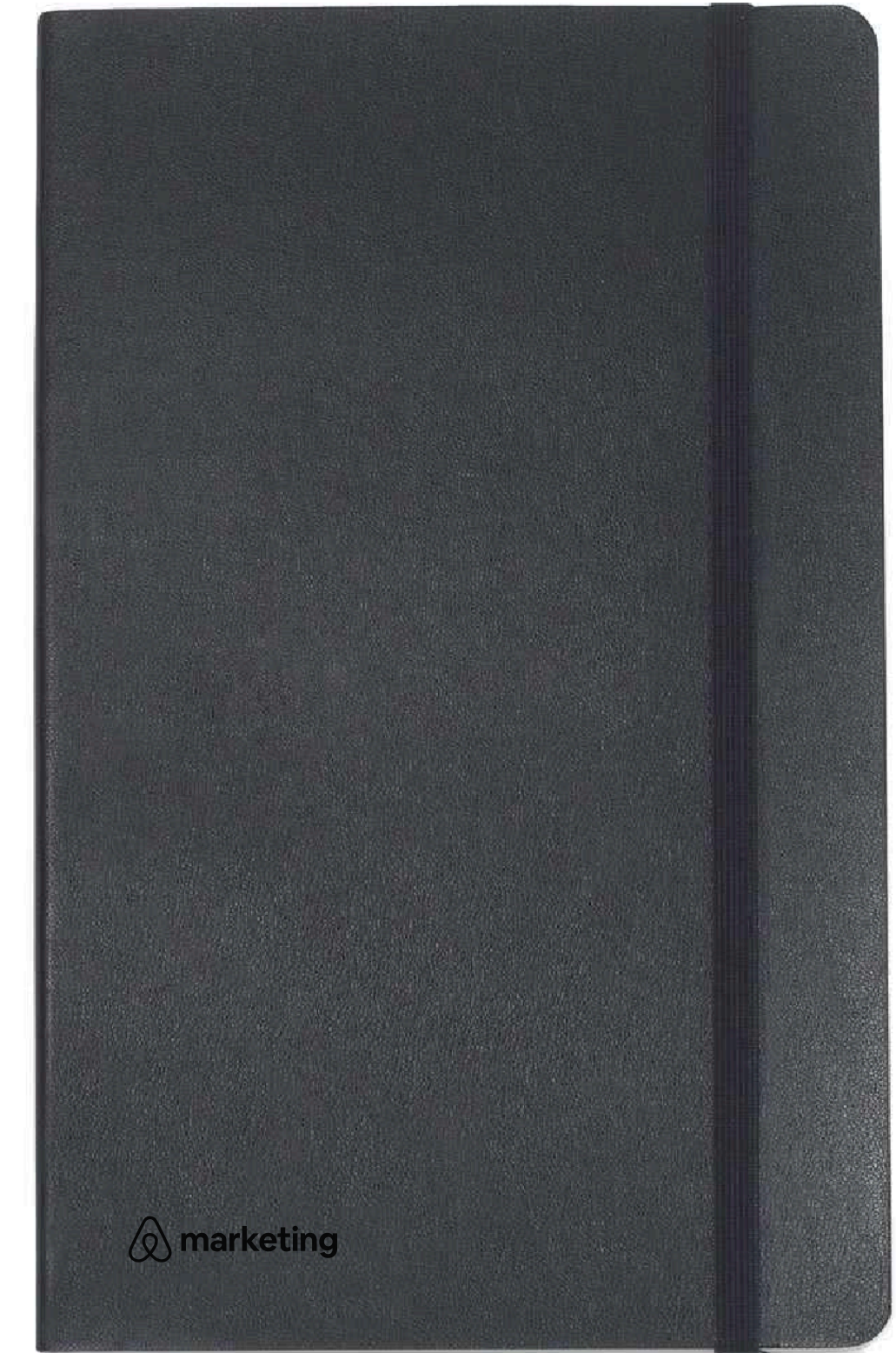
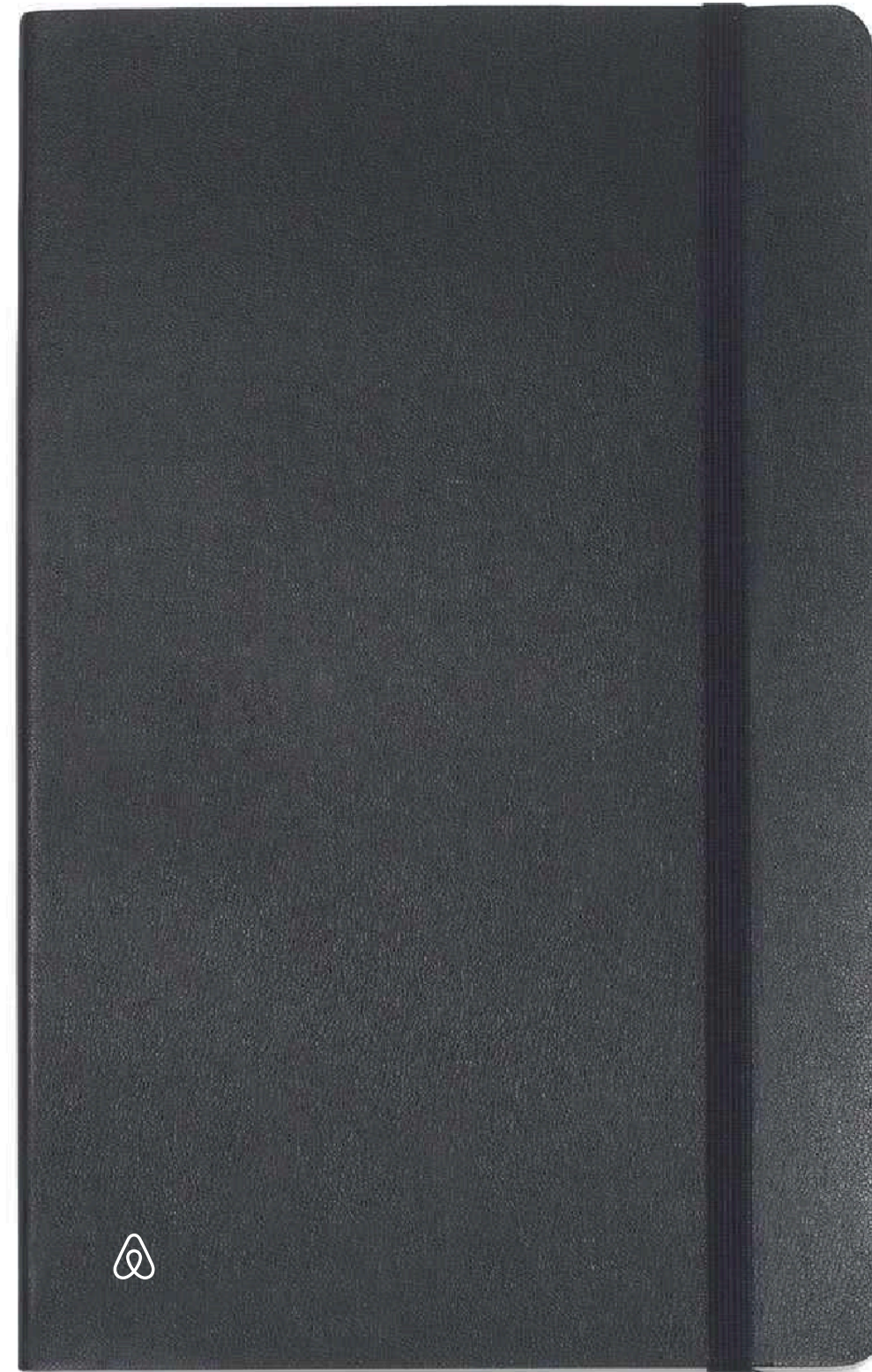
Notebooks

When branding a notebook, the Bélo should be printed or embossed on the cover.

If desired, a team wordmark can be used in place of a solo Bélo.

If you are producing a co-branded notebook, consider the placement of all physical design elements so that the Bélo has plenty of room to breathe. See p.16 for co-branding guidelines.

Bélo and text color options:



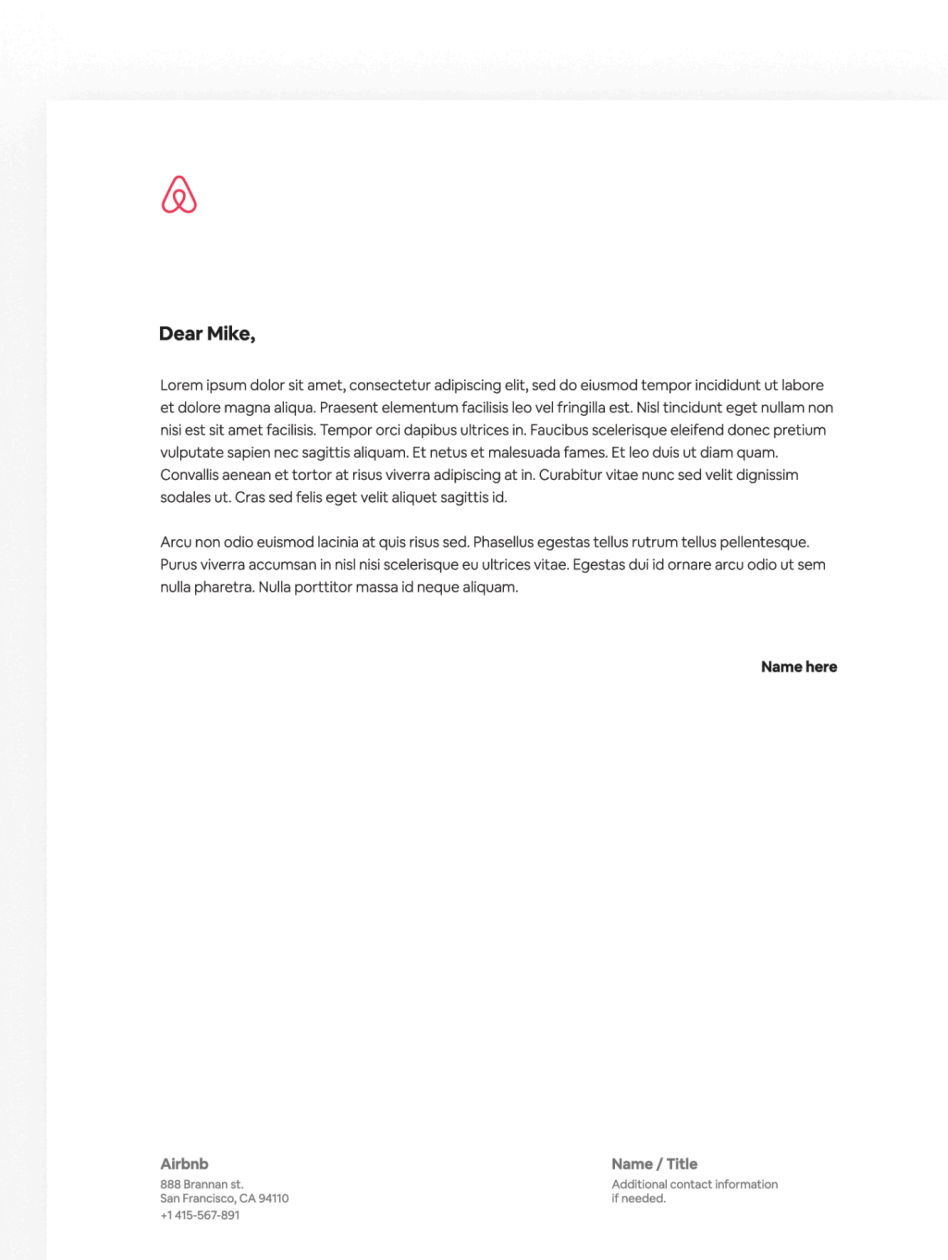
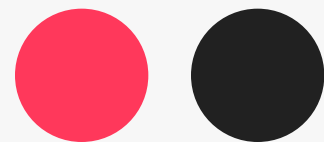
Letterhead

Our brand colors look best on bright white paper. Heavy weight papers often indicate a nicer quality product.

Official letters should be printed on 16pt paper stock.

Rausch CMYK: 0, 83, 57, 0

Hof CMYK: 62, 52, 51, 59

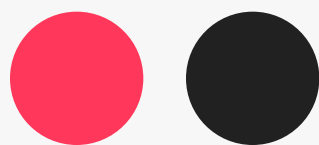


Envelope

Our brand colors look best on bright white paper. Heavy weight papers often indicate a nicer quality product.

Envelopes should be printed on a minimum of 18pt paper.

Rausch CMYK: 0, 83, 57, 0
Hof CMYK: 62, 52, 51, 59

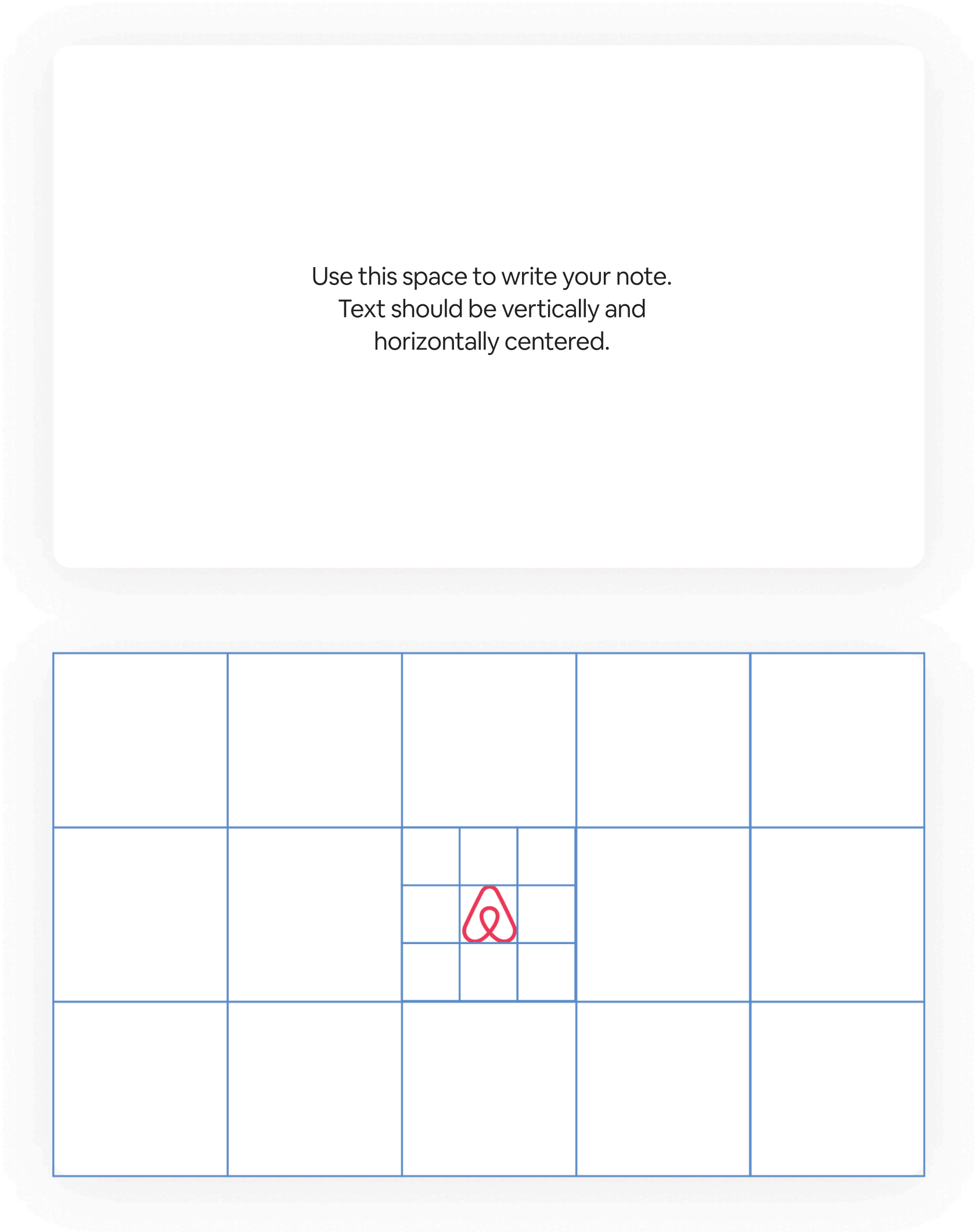
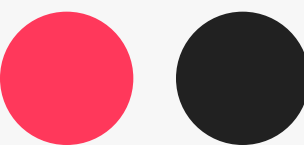


Notecard

Our brand colors look best on bright white paper. Heavyweight papers indicate a higher quality product.

Note cards should be printed on a minimum 32lb paper.

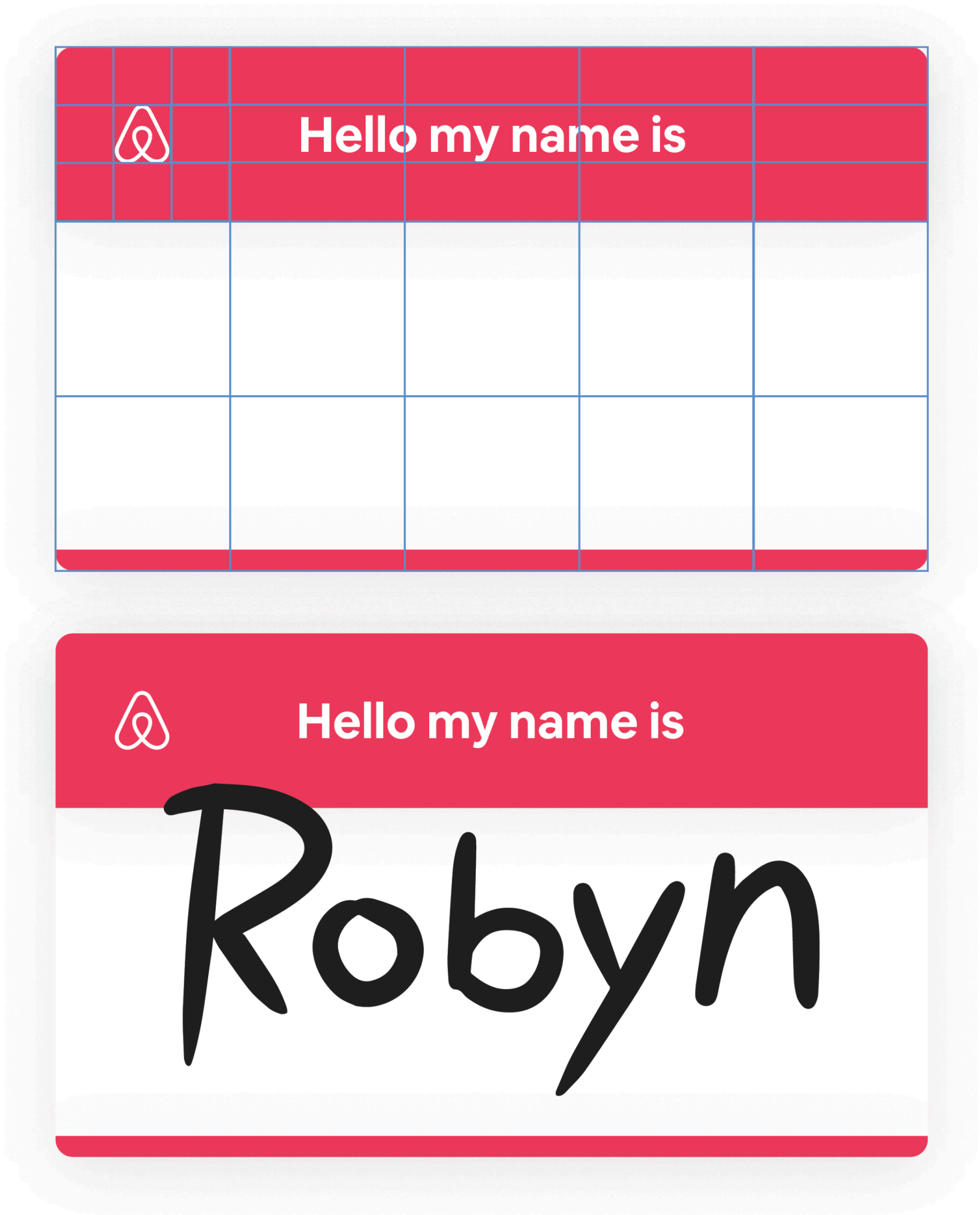
Rausch CMYK: 0, 83, 57, 0
Hof CMYK: 62, 52, 51, 59



Nametag Sticker

Vinyl stickers are preferred because they are easily removable from devices and apparel.

Rausch CMYK: 0, 83, 57, 0
Hof CMYK: 62, 52, 51, 59



Drinkware

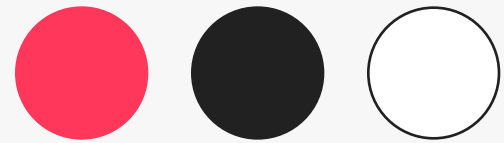


Water Bottle

Branded water bottles should allow plenty of space for the Bélo to breathe.

If there is additional artwork or text to be featured on the bottle, it should be in the same visual plane, on the opposite side so that the two items don't create a lock-up look-alike.

Bélo and text color options:

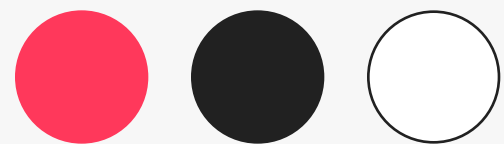


Mug

Branded mugs should allow plenty of space for the Bélo to breathe.

If there is additional artwork or text to be featured on the bottle, it should be in the same visual plane, on the opposite side so that the two items don't create a lock-up look-alike.

Bélo and text color options:

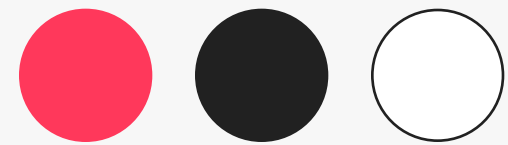


On Glass

Glass and other transparent items should only feature branding on one side of the object.

We want to avoid design elements overlapping one another.

Bélo and text color options:



Bags

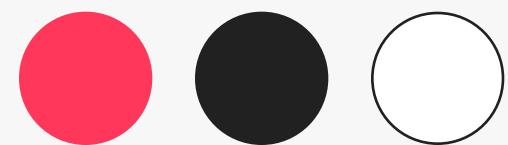


Totes

Tote bags should be branded with a single Bélo in the bottom left or right corner.

Screen printing or embroidery are preferred for any artwork.

Bélo and text color options:

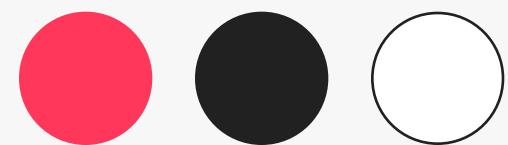


Totes

For totes with handles that extend to the bottom of the bag, the Bélo should be centered or applied via a tag.

Screen printing or embroidery are preferred for any artwork.

Bélo and text color options:



screenprint/embroidery



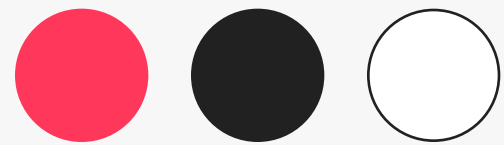
debossed tag

Backpacks

Backpacks can be branded with a single Bélo, or an attached woven label.

Screen printing, debossing, and embroidery are the preferred decoration methods.

Bélo and text color options:



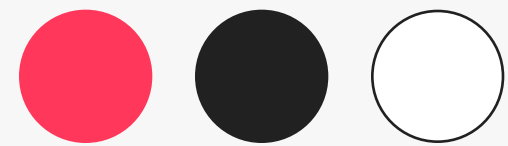
Zipper Pouches

Zipper pouches should be branded with a single Bélo in the bottom left or right corner.

Match zipper color to pouch color.

Screen printing and embroidery are the preferred decoration methods.

Bélo and text color options:

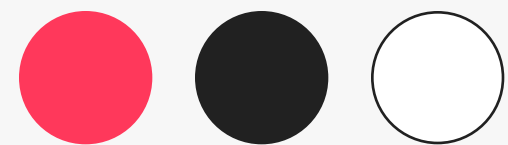


Weekender

Weekender bags can be branded with a woven label or debossed Bélo.

Screen printing, debossing, and embroidery are the preferred decoration methods for any additional customization elements.

Bélo and text color options:



debossed logo



woven label

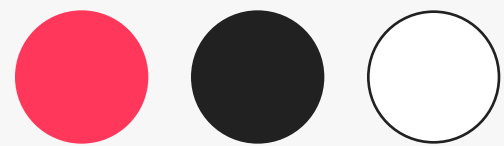
Cinch Sacks

Cinch sacks can be branded with a solo Bélo in the decoration space, or an attached woven label.

Minimal decoration is ideal for cinch sacks. The contents of the bag can be more playful.

Screen printing and embroidery are the preferred decoration methods.

Bélo and text color options:



Laptop Cases

Laptop cases should be branded with a single Bélo in the bottom left or right corner.

Please choose materials and decoration methods that convey quality and durability.

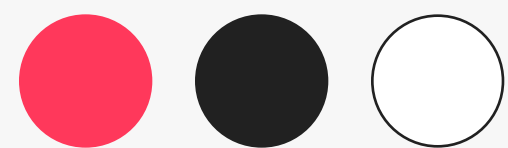
Bélo and text color options:



Packing Cubes

Packing cubes should be branded as a set. The Bélo should be printed at the same size on each piece of the set.

Bélo and text color options:



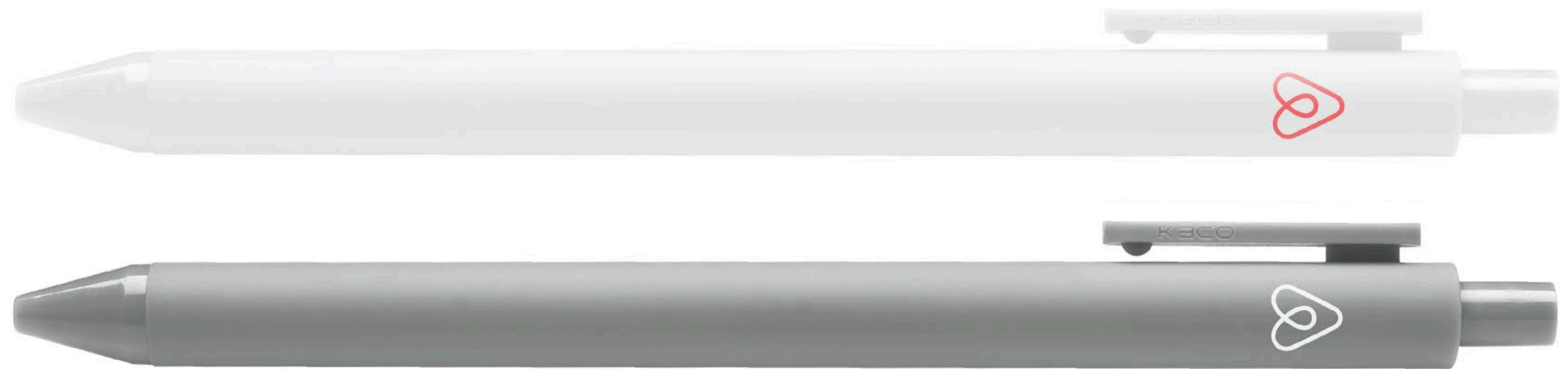
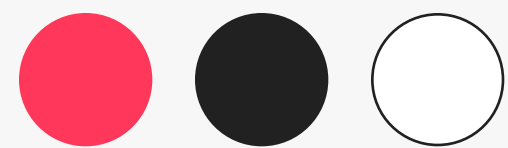
Etc



Pens

Pens can be branded with a with a small, vertically oriented Bélo on one side of the pen.

Bélo and text color options:



Luggage Tags

Luggage tags should be branded with a single Bélo, center-aligned.

Deboss or silkscreen are the preferred decoration methods.

Bélo and text color options:



