softinn

PRESS KIT 2025

"We build the next-generation hotel management software, digital solutions and hotel kiosk for hotels in South East Asia."

About Us

Founded in 2013 and headquartered in Malaysia. Softinn was established by Jeeshen Lee to transform hotel management with innovative digital solutions.
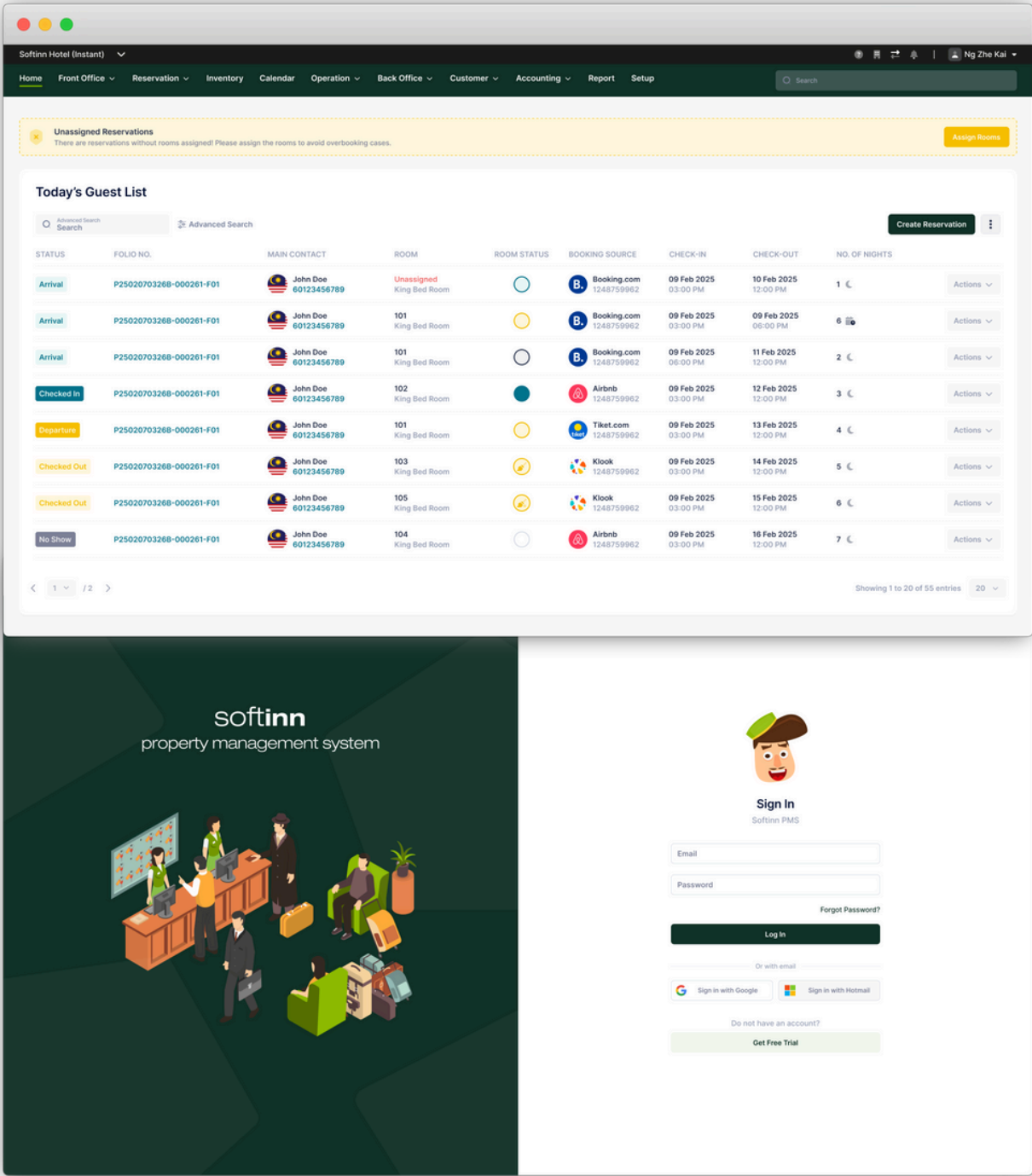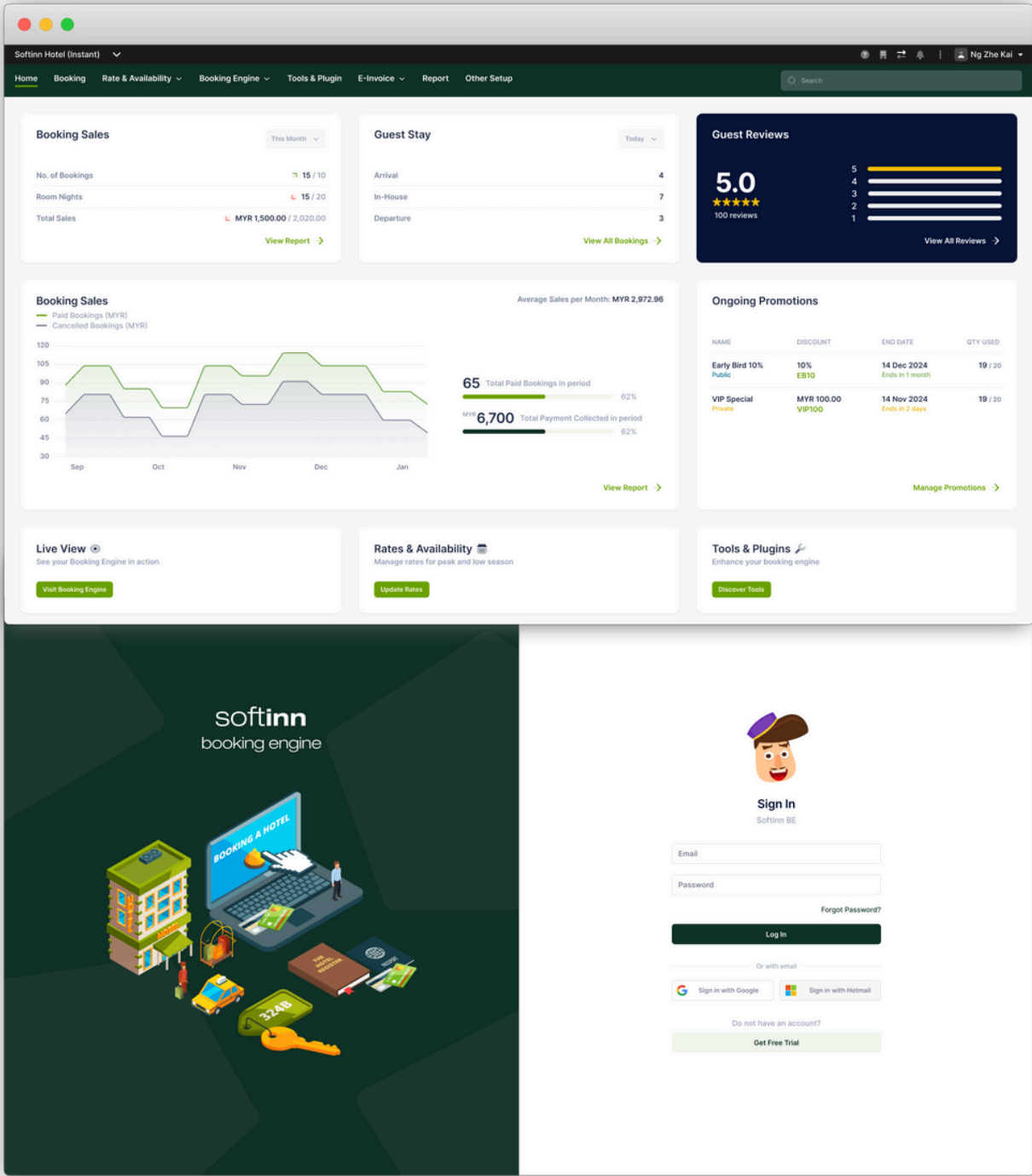
Mission

To make hotelier work easier

Vision

To connect 100 tools that improve hotelier productivity
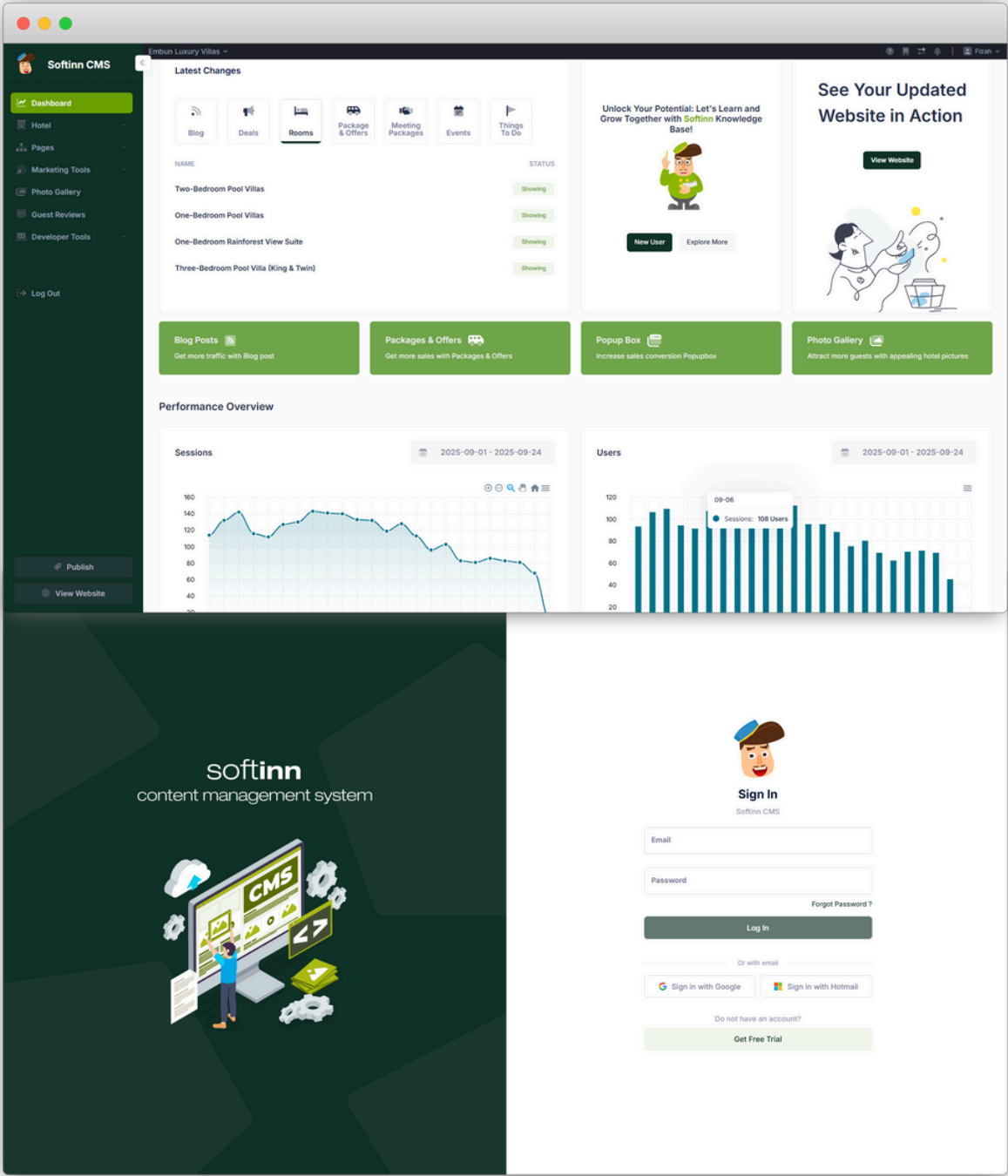
Softinn Products

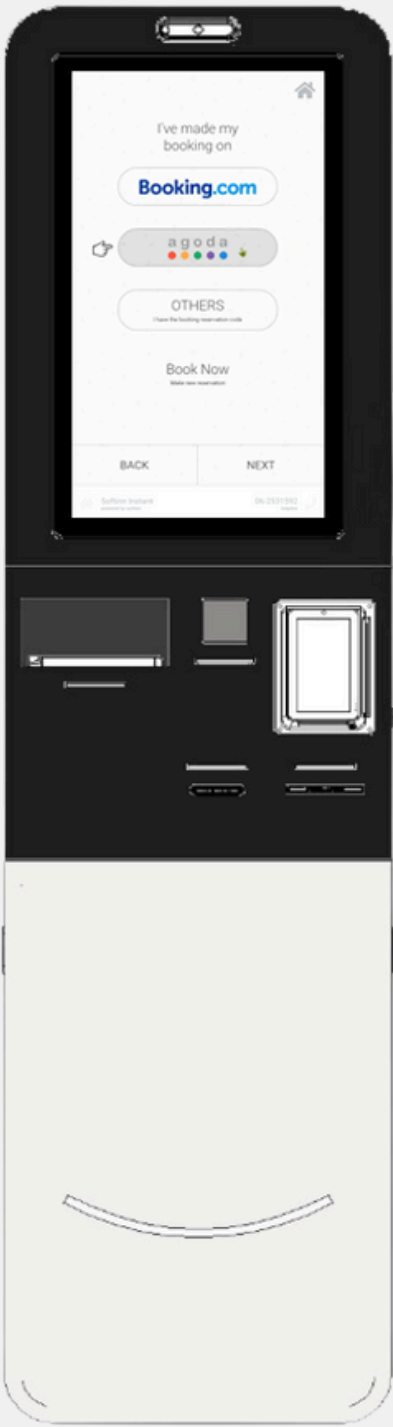## Property Management Sytem

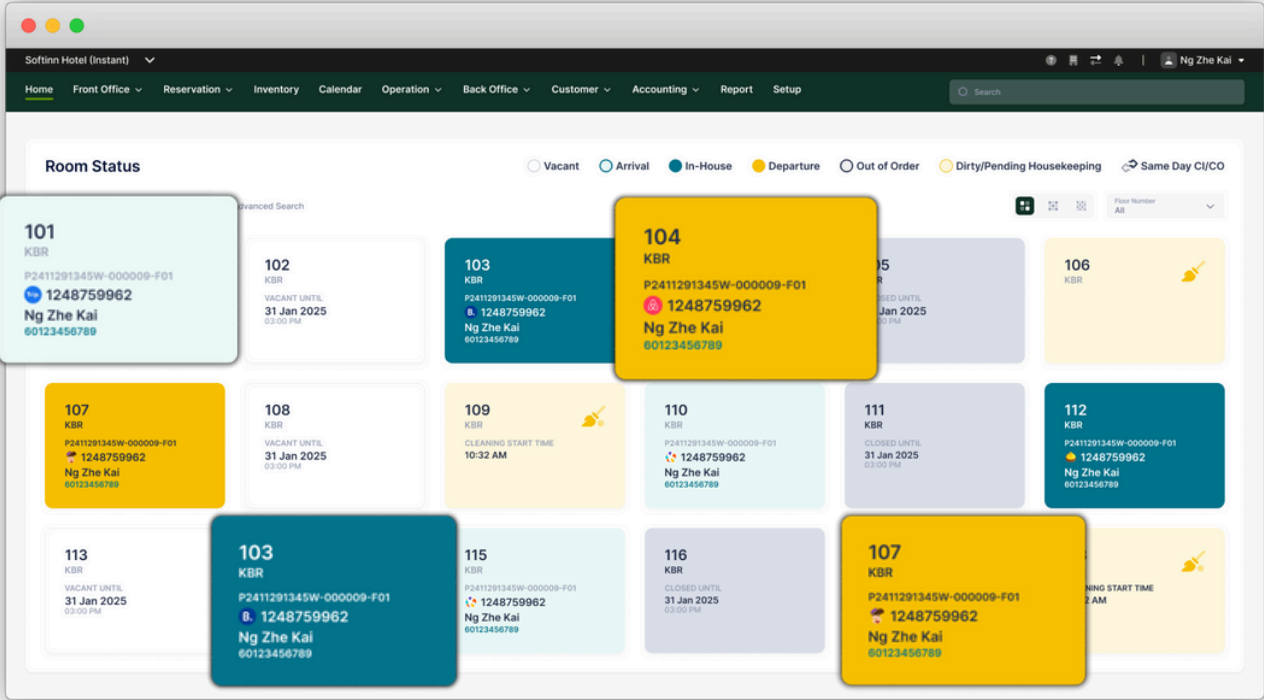## Booking Engine

Softinn Products

Hotel Website CMS

Kiosk System

Channel Manager

Color Pallete

Primary Colours

At Softinn, it's all about Vivid Green. If you happened to find yourself in our Head Quarter, you will get to experience how much we love our hero colour.

Of course, we would never leave out black and white, the essential value in design principle.

Vivid Green

Hex: #6DA300

R:109 G:163 B:0

C:33 M:0 Y:100 K:36

Pantone 375 C

Charcoal Black

Hex: #1B1B1B

R:27 G:27 B:27

C:0 M:0 Y:0 K:89

Pantone Black 6 C

White

Hex: #FFFFFF

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

Pantone -

Color Pallete

Colours are fun to play with and hence, we came up with a number of secondary colours to complement our primary.

These colours should be applied along with the primary colours when necessary.

Dark Green

Hex: #113228

R:17 G:49 B:40

C:66 M:0 Y:20 K:80

Pantone 3435 C

Vivid Lime Green

Hex: #8EBC00

R:142 G:188 B:0

C:24 M:0 Y:100 K:26

Pantone 376 C

Golden Yellow

Hex: #F6C000

R:246 G:192 B:0

C:0 M:22 Y:100 K:4

Pantone 7408 C

Dark Gray

Hex: #6A6D6E

R:106 G:109 B:1

C: 4 M:1 Y:0 K:57

Pantone 424 C

Softinn Logo

Primary Logo

The **primary logo** should be used whenever possible and is **best applied on a white background**. In cases where the primary logo does not fit, following versions below should be used:

White Logo

The white logo is **best applied** on our **Vivid Green background** and if not, on a background colour which does not complement our primary logo.

Black Logo

The black logo is the **third option** when choosing the right logo. If the primary and white logos does not fit, the black logo usually comes to the rescue and works like a charm

Softinn Logo

Block Logo

The **block logo** is solely for internal use and it usually only **appears as profile picture** on our socia media platforms. If by any chance you need to use this logo in your media, **please get a consent permission from us**.

Monochrome Logo

The **monochrome logo** is used when the primary or full colour version can't be used on your media.

softinn

softinn

Logo Application

Preferred Treatment

Our primary logo is designed to fit both light and dark backgrounds so whenever possible, please use it that way.

Alternate Treatment

However, in cases where the background colours used does not create a high impact and contrast on the primary logo, feel free to utilize the black logo or the white logo instead.

Image

When applying our logo on an image, please use the primary logo whenever possible or use the white logo on image with a considerable amount of dark overlay to enhance impact and contrast.

Softinn Mascot

Meet **FATboy!** Our mascot is available in different poses. Please choose the version that best fits your story or design.