



THE LOOKOUT

Put your brand on reports and emails

Set your logo, colours and heading font once, and your client reports and Reach emails carry them — here's how to set up your brand kit.

Covers /dashboard/brand-kit · for rep, dmc

← Reports Reach email brand →

Brand kit

Set your brand once. Your client reports — on screen, as a PDF and in Word — and your Reach emails use it. Reports already written keep the brand they were written with.

Your brand Ilala Bay Lodge Kestrel Rock Reserve Mopane Ridge Camp Nyala Springs Retreat

Pick a client above to give them a brand of their own, for their reports.

Import from a website

We read the page for its logo and colours and show you what we find. Nothing changes until you pick.

Company website Find logo and colours

Logos

Your logo
On your report covers and sign-off, and at the top of your Reach emails.

None yet Upload

Logo for dark backgrounds (optional)
A light or white version, for a dark report cover. Without one, your logo is used.

None yet Upload

Colours

Up to three. A colour too light to read as text on a white page is kept for rules and accents, and headings stay dark.

☐ **Primary** Brand colour
The report cover.

☐ **Accent** Brand colour
Rules and highlights on reports, and buttons in Reach emails.

☐ **Headlines (optional)** Brand colour

YOUR REPORTS

CLIENT REPORT
Kopje Ridge Camp KR
1 April - 30 June 2026
Prepared by Ellen Marsh Southbound Trade Representation

Executive summary

The quarter was about turning familiarity into shelf space. Twenty-four operators were engaged across the UK, Germany and the Nordics, and six of those were new to the camp in April. The clearest movement came from Northgate Journeys, who put the camp into their 2027 southern itinerary after the May site inspection, and from Weitblick Reisen, who are now quoting it against two properties they have sold for years. Rate perception remains the sticking point in the UK mid-market, and the recommendation section sets out what would unlock it.

MARKET BUILDING

Operator coverage

Coverage is deepest in the UK, where nine of the eleven target operators now hold current rates. Germany has breadth but little depth — awareness is good, and only two operators have been through a product session. The Nordics were opened this quarter from a standing start.

Coverage goes
Four of the UK's larger tailor-made houses have still not had a product session. Two of them book through a DMC that has yet to be approached.

Ellen Marsh
Southbound Trade Representation
1 April - 30 June 2026

A worked example with invented names. The PDF and Word files follow the same colours and font.

The steps

01 Open the brand kit

On the website, open Reports, then Customise Template, and follow the brand kit link under Brand. The Reach brand page links to it too. It is part of Premium Economy and above.

02 Import from a website

Type a company website and choose Find logo and colours. RepBud reads the page and shows what it finds; nothing changes until you pick.

03 Your logos

Your logo sits on your report covers and sign-off, and at the top of your Reach emails. Add a logo for dark backgrounds too if you have a light version.

04 Up to three colours

Primary colours the report cover, Accent the rules and highlights (and the buttons in Reach emails), and Headings is optional. A colour too light to read as text is kept for rules and accents.

05 Pick a heading font

The heading font travels inside the PDF and Word files. Emails use Georgia or Arial in its place, because most inboxes ignore custom fonts.

06 A client's own brand

Pick a client at the top to give them their own logo and colours, then turn on Use on their reports. Their reports carry their brand instead of yours.

07 Save

Choose Save brand kit. New reports use it straight away; reports already written keep the brand they were written with.

Next: Client reports

Questions

Which plans include the brand kit?

Premium Economy and above. Without it, reports and Reach emails use RepBud's own styling.

Where does my brand appear?

On your client reports — on screen, as a PDF and in Word — and in your Reach emails. The Reach brand page and the brand kit share the same logo and colours, so a change in one shows in the other.

Does importing from a website change anything straight away?

No. RepBud shows the logos and colours it finds and you choose which to use. Nothing is saved until you press Save brand kit.

Can a client's reports carry their brand instead of mine?

Yes. Pick the client in the brand kit, add their logo and colours, and turn on Use on their reports. Only that client's reports change.

Will my old reports change?

No. Reports already written keep the brand they were written with.