



# Brand Standards



This document contains PDF files of the InnArchive Hotel Stationery & General Amenities Basic Guidelines with artworks and key templates to create the visual style

The following design guidelines have been written to ensure proper, consistent and uniform use of a new Hotel corporate identity. Consistently abiding by the principles set forth in this document will ensure the consistency of visual signals needed for maximum effectiveness of the total programme.

The contents and size of the items in this guideline have been provided as a sample and may need to be adapted to the requirements of individual hotels.

It is recognised that not every print item is included in the guideline. When producing an item that is not included, it is important that the overall design style of the corporate is reflected.

It is advised that new or modified design items be submitted to the Marketing Department before printing



### SERVICE MARK STANDARDS

**Variations by country :** Some countries have different requirements governing the registration of trademarks and service marks. If you have any questions concerning proper use of any trademarks owned by InnArchive Hotels International, please contact your Regional Director of Marketing.

### Four Colour Rendered Version

This four colour process (cyan, magenta, yellow and black) TIFF file has been rendered to look three dimensional. Always use this version when printing in four colour process.

**Note: The logo must appear with the soft drop shadow on white or light coloured backgrounds. This file is only available electronically.**



### Minimum Size

Reproducing the logo too small will impair its legibility and reduce its effectiveness.

**Note: Never reproduce the logo smaller than 3/4" (19mm) wide.**



3/4"  
19mm  
minimum width

### InnArchive Colours

The logo must be reproduced according to the Pantone Colour Formula guide or the four colour process specifications below. No other colours are permitted.



**Light Red:**

PANTONE 187C

C:27.9 M: 100 Y: 92.6 K: 0.23



**Dark Red:**

PANTONE 195C

C:48.4 M: 100 Y: 97.8 K: 23.1



**Yellow:**

PANTONE 117 C

C:23.1 M:39.7 Y:100 K:2.2

PANTONE 12.5 C

C:4.63 M:10.9Y:52.4 K:0

**Light Red:**

PANTONE 187C

C:27.9 M: 100 Y: 92.6 K: 0.23

PANTONE 0

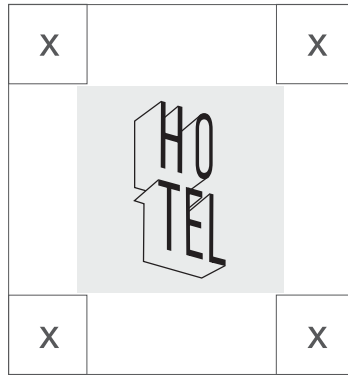
C:0 M:0 Y:0 K:0

The colours shown here are not intended to match the PANTONE Colour Standards: For proper colour reproduction, please refer to the PANTONE colours ad show in the current edition PANTONE Colour Formula Guide 1000. PANTONE® is a registered trademark of Pantone, Inc.

All dimensions in millimeters. Not to scale.

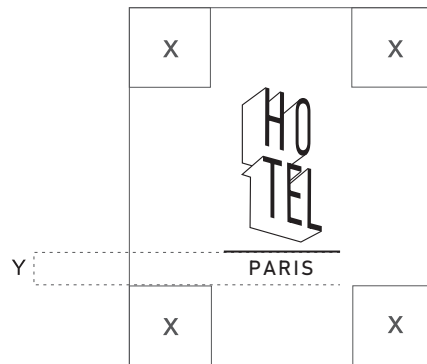
**Buffer Zone**

“Buffer zone” simply means keeping the area surrounding the logo free of visual distraction.



**Hotel Location Name Specifications**

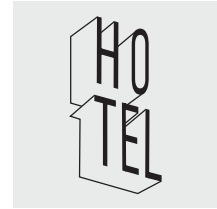
'y' should be positioned from the base of the logo's medallion.



All dimensions in millimeters. Not to scale.

This four color process (cyan, magenta, yellow and black) TIFF file has been rendered to look three dimensional. Always use this version when printing in four colour process.

**Note: The logo must appear with the soft drop shadow on white or light coloured backgrounds. This file is only available electronically.**



### Three Color Version

If four colour process printing is unavailable, use this spot colour version in Red, Yellow on white track grounds as illustrate here. Do not alter the mark, rearrange the Hotel colors or substitute other colors.



### Two Color Version

When printing limitations or cost considerations preclude the use of the three colour version, use this Red and Grey version on white backgrounds as illustrated here. Do not alter the mark, rearrange the Hotel colors or substitute other colors



### Black Color Version (Preferred)

If color printing is unavailable, this preferred black version should be used whenever possible. In this version, the bottom "Hotel\*Resorts" area 38% screen of black. This artwork is best reproduced using the available electronic file



### Black Color Version (Special Use)

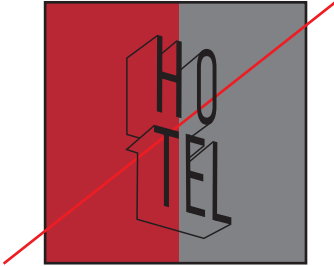
This special use version was specially designed for small-scale YELLOW page advertising or in any circumstance where severe printing limitations may affect legibility.



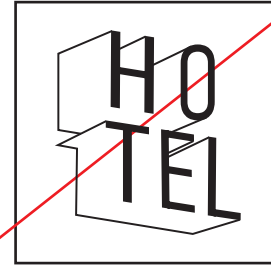
All dimensions in millimeters. Not to scale.

**Misuses**

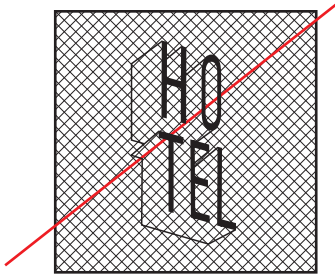
Improper application of the Hotel corporate logo will endanger the effectiveness of the overall identity program.



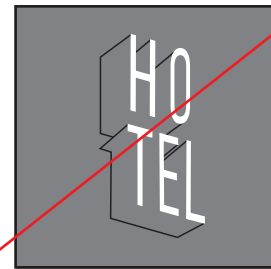
Never reproduce the logo on a dark background that does not offer sufficient contrast against the logo.



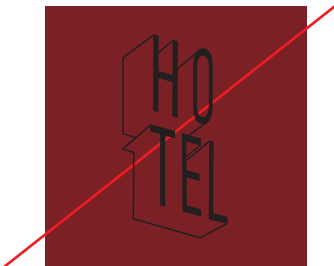
Never stretch, condense, or alter the logo.



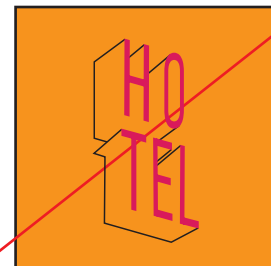
Never reproduce the logo on textured or patterned background that may impair legibility.



Never reverse the logo out of a light background that does not offer sufficient contrast against the logo.



Never reproduce the logo on a multiple coloured background that alters the appearance of the shape of the logos.



Never reproduce the logo in any colours other than the specified colours.

**One Color Logo Specification**

When printing limitations or cost considerations preclude the use of the three or two color version, use this black version on white background. In special situation, the one color version of the logo may be reproduced in metallic silver or gold. Do not alter the arrangement of this mark.



← Everything Prints in black

**One Color Logo Artwork**



**Preferred Black Color Logo Specification**

If color printing is unavailable, this preferred black version should be used whenever possible. In this version, the bottom "Hotel • Resort" area is a mass of 8% screen of black. This artwork is best reproduced using the available electronic file.



← Solid Black  
← 38% Black

**Preferred Black Color Logo Artwork**



All dimensions in millimeters. Not to scale.