

COLOURS

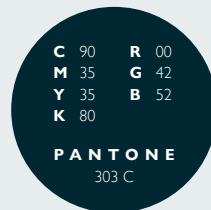
The Constance colour palette is composed of three brand colours and four secondary colours. All selected colours for Constance have been inspired by nature and named after natural elements.

Corporate colours

Deep Sea, White Sand and Lagoon are the three emblematic colours for the Constance corporate brand, immediately attributable to the brand. When observing an island from the sky, these are the three colours that we would see.

Deep Sea

Deep sea blue being depth, symbolises the heart of the brand. It will generally be the dominant colour especially for BtoB content.



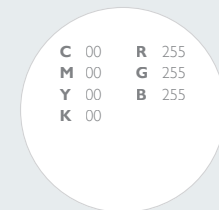
Lagoon Blue

Lagoon blue is the colour of the water encircling the land. It comes in touches, enlightening the brand with a touch of modernity and dynamism.



White Sand

White being the sand colour is essential for the brand balance, between water and land.



Hotel colours

Four colours are to be used when communicating about Constance products and must live with at least one of the Constance corporate colours.

The following colours are observed on land:

- Mineral gold for the 5*+ offer
- Mineral silver for the 5* offer
- Grass green for the golf offer
- Lagoon blue for the 4*+ offer

1• Main colours

HOTEL 5★+ offer



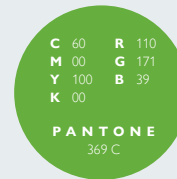
MINERAL GOLD

HOTEL 5★ offer



MINERAL SILVER

GOLF offer



GRASS GREEN

HOTEL 4★+ offer



LAGOON BLUE

2• Secondary colour



DEEP SEA



DEEP SEA



DEEP SEA



DEEP SEA

3• Other colours



LAGOON
BLUE



WHITE
SAND



LAGOON
BLUE



WHITE
SAND



LAGOON
BLUE



WHITE
SAND



WHITE
SAND

Use of colours

1• Main colour

These are the colours for the hotel, resort and golf category. They must be used as often as possible on every type of content (digital, print etc.)

2• Secondary colour

Reminiscent of Constance Hotels, Resorts and Golf corporate brand, it is used as a complementary colour.

3• Other colour

Used to support principal and secondary colours when needed it serves to enrich the colour palette.



TYPEFACE

The Gill Sans font family is the brand's principal typeface. It is the desktop, digital, and creative font. It has been chosen for its readable, modern, elegant and simple design.

- For commercial and advertising use, Gill sans Nova is the one and only font
- For desktop documents, Gill sans Nova is the recommended font, installed by default on Windows 10. If not available, it has to be replaced by Gill Sans, which is a font installed on your desktop by default.
- For digital materials, Gill sans Nova is the recommended font.

A SOBER AND ELEGANT TYPEFACE

Gill Sans Nova Ultra Light

ABCEDFGHijklmnopqrstuvwxyz123456789!?,;:/'()-

Gill Sans Nova Light

ABCEDFGHijklmnopqrstuvwxyz123456789!?,;:/'()-

Gill Sans Nova Book

ABCEDFGHijklmnopqrstuvwxyz123456789!?,;:/'()-

Gill Sans Nova Medium

ABCEDFGHijklmnopqrstuvwxyz123456789!?,;:/'()-

Gill Sans Nova Bold

ABCEDFGHijklmnopqrstuvwxyz123456789!?,;:/'()-

Gill Sans Nova Condensed Light

ABCEDFGHijklmnopqrstuvwxyz123456789!?,;:/'()-

Gill Sans Nova Condensed Medium

ABCEDfghijklmnopqrstuvwxyz123456789!?,;:/'()-

Gill Sans Nova Condensed Bold

ABCEDfghijklmnopqrstuvwxyz123456789!?,;:/'()-