



BRAND *GUIDELINES*



BRAND*VOICE*

PRIMARY*LOGO*

SECONDARY*LOGO*

ISO*LOGO*

LOGO*CLEARSPACE*

LOGO*DONT'S*

COLOUR*PALETTE*

TYPOGRAPHY

Elegance and Sophistication:

The brand communicates with an elegant and sophisticated tone that reflects the exclusivity and luxury associated with high-end hotel interior design.

Innovation and Creativity:

Emphasizes innovation and creativity in design, conveying the brand's ability to create unique and memorable spaces that go beyond traditional expectations.

Personalization and Customer Care:

Focuses on personalized customer care, showcasing the brand's commitment to understanding the individual needs and desires of each client to deliver bespoke design solutions.

Inspire through Experience:

Uses language that inspires clients to visualize the experience they could have when staying in a hotel designed by the brand, highlighting how each detail contributes to a unique and luxurious experience.

Craftsmanship and Quality:

Highlights the craftsmanship and quality of materials used in each project, emphasizing the brand's dedication to excellence in design and execution.

Inspirational Language:

Utilizes language that inspires admiration and aspiration, connecting with the audience emotionally and arousing the desire to associate with the brand to transform their spaces.

Professionalism and Trust:

The brand should project a tone of professionalism and trust, demonstrating its expertise and skills in luxury hotel interior design.

Sustainability and Responsibility:

If the brand values sustainability, the "Brand Voice" may reflect a commitment to environmentally friendly practices and social responsibility.

Exclusivity and Unique Experience:

Emphasizes the exclusivity of each project, highlighting the brand's ability to create unique experiences that not only meet expectations but surpass them.



The primary logo is the cornerstone of our visual identity, embodying the essence of luxury, sophistication, and innovative design synonymous with our identity. Consistent and thoughtful application ensures a strong and recognizable brand presence across all touchpoints.





Monochrome Black version.



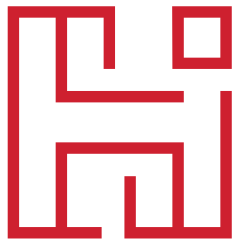
Alternative version.



Monochrome White version.



Alternative version to use
in dark backgrounds.



Red Icon version.



Black Icon version.

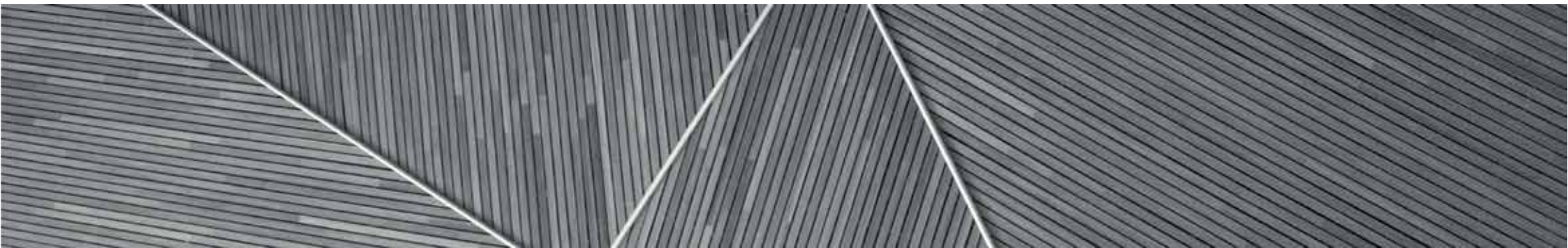


Gray Icon version.



Watermark Icon version.

The isologo represents the fusion of our distinctive icon or symbol with the brand name, creating a unified visual identity that encapsulates the core values and aesthetic of our Hotel Interiors design brand.





The minimum clear space required around the logo is important to maintain its visibility and impact. The clear space requirement may vary based on the size and context of logo application.

MINIMUM SIZE



The minimum size for the logo is 5 cm to ensure legibility and impact.





Don't alter the logo's proportions.



Don't alter the relationship between the elements.



Don't recolour elements.



Don't alter the typeface.



Don't use on texture backgrounds.



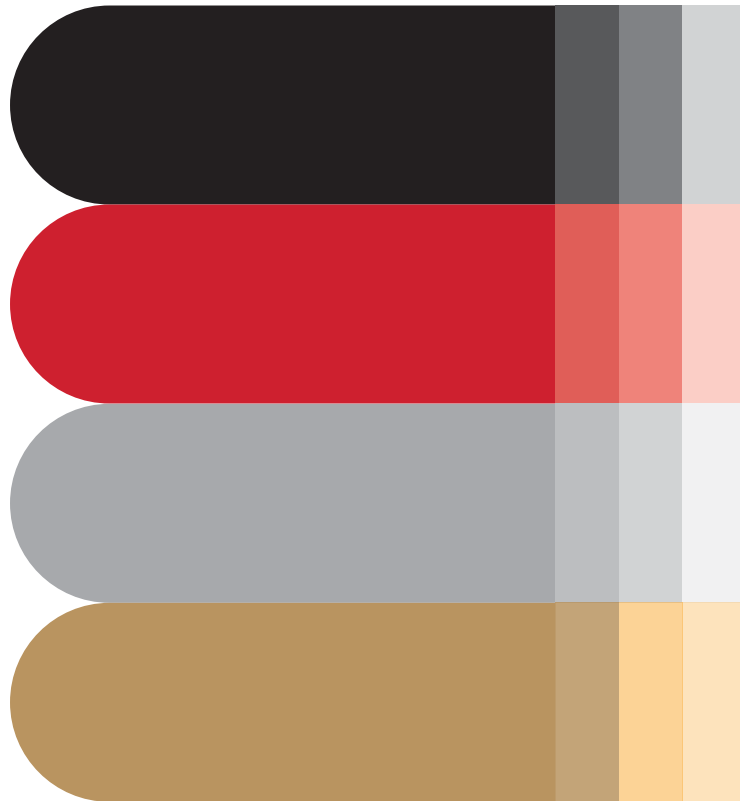
Don't enclose the logo in a holding shape.



Don't rotate the logo.



Don't outline the logo.

**HI • BLACK**

#000000

R: 0 G: 0 B: 0

C: 0 M: 0 Y: 0 K: 100

PANTONE PROCESS BLACK

HI • RED

#C8102E

R: 200 G: 16 B: 46

C: 2 M: 100 Y: 85 K: 6

PANTONE 186

HI • GREY

#979999

R: 151 G: 153 B: 153

C: 0 M: 0 Y: 0 K: 40

PANTONE 9

HI • GOLD

#CDA434

R: 205 G: 164 B: 52

C: 0 M: 20 Y: 75 K: 20



PRIMARY TYPEFACE

Sweet Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%?()“!

Sweet Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%?()“!

SECONDARY TYPEFACE

Sweet Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%?()“!

Sweet Sans Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%?()“!



