



Brand Manual

April 6, 2016

Like The Delta Hotel, this brand book gives you all the essentials you need without getting in the way. We've removed the chitchat, the long pages of copy and any fluff photography to give you only the tools you need to understand this new hotel concept. Because this is the way The Delta Hotel travels.

A blurred photograph of a busy city street at sunset. The scene is filled with the warm, golden light of the setting sun, which creates a strong lens flare effect across the image. In the foreground, several people are walking, their figures blurred to convey a sense of motion and a fast-paced urban environment. The background shows a cityscape with various buildings, including a prominent one with a grid-like facade on the right, and a construction crane visible against the bright sky. The overall atmosphere is one of a vibrant, bustling city at the end of the day.

The Landscape

Value is defined by the delivery of consistent and great fundamentals

Affinity for brands that provide a focused, quality offering.

A desire for quality over quantity

A complex and cluttered world is driving interest in products and services that offer “better” versus “more.”

A need for streamlined experiences that keep consumers in flow

The confluence of work and personal lives drives a need for frictionless experiences that allow for productivity and wellness.



Brands thriving on
simple, utilitarian
value and truth
to form:

CLUB MONACO



IKEA

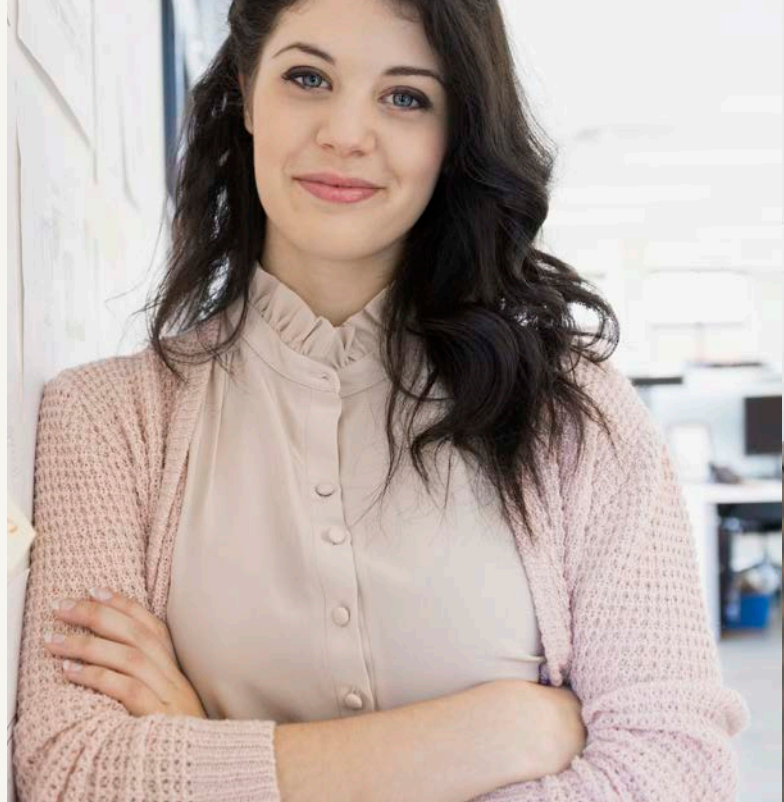


A man in a beige trench coat, white shirt, and a blue and white striped tie is walking on a city street. He is holding a green and white patterned coffee cup in his right hand and a white smartphone in his left hand. The background is a blurred city street with traffic lights and buildings.

Brand Audience

The Streamliner

A group of seasoned travelers who are focused on the job at hand. For them, travel is merely an extension of their own office not an opportunity to sightsee. These travelers are smart, stylish, focused and agile. They prefer quality over quantity. The goal of their stay is to get in and out with as little hassle as possible.



A low-angle, close-up shot of a person's legs in dark trousers and black shoes walking on a highly reflective, polished floor. The floor creates a clear, mirror-like reflection of the legs and shoes. The background is a bright, out-of-focus area, possibly a window or a brightly lit interior space, creating a high-contrast scene. The overall mood is professional and dynamic.

Target Mindset

On Business Travel

“I would say that my travel motto is: be efficient, but make the most of the opportunity. I have goals and things to do when I am traveling, but I do like maximizing the experience.”

“My business trips need to be successful, because I have to sell my product, but also efficient so that I can still manage to run my home from the road.”

On Full-Service Hotels

“I wish hotels understood that I want my visit to be as painless as possible—quick and easy. I don’t want to expend extra energy; I need an experience that allows me to focus on work.”

On Leisure Travel

When Streamliners take a vacation, they attack it with the same goal-focused intention as they do their business travels. Their intention is not to see just a hotel but the city that surrounds it. They come with plans made and restaurants booked. For them, a hotel that keeps them comfortable, yet moving, is exactly what they’re looking for in order to get out and see the sights.

A white rectangular pillow is positioned against a light-colored wooden headboard. The pillow has some creases and folds, giving it a soft, lived-in appearance. The text "The Big Idea" is printed in a dark blue, monospaced font in the center of the pillow. Below the pillow, a white sheet or blanket is visible, partially covering the lower part of the frame.

The Big Idea

The Bare Maximum

Providing seamless flow for our guests by meticulously delivering the key essentials they need and eliminating everything they don't.



Bare | Maximum
a focus on the critical few | for the highest impact or value

A close-up portrait of a woman with short, wavy blonde hair, smiling gently at the camera. She is wearing a white, sleeveless, crew-neck top. The background is blurred, showing what appears to be an indoor setting with warm lighting and some indistinct shapes. The text 'Consumer Benefit' is overlaid in the center of the image in a blue, monospace-style font.

Consumer Benefit

A seamless travel experience
that allows you to focus on
what's important.



Momentum

+



Recharge

+



Smart Value

Brand Values



Our Mindset: Pragmatic

At The Delta Hotel, we find pleasure and purpose in providing truly meaningful utility for the modern traveler.

Our Actions: Efficient

At The Delta Hotel, we harness the power of efficiency, meticulously focusing on what is actually important to our guests and delivering it flawlessly.

End Result: Seamless

From our service to our amenities, every Delta Hotel touchpoint is masterfully designed and prioritized to allow guests to glide through their journey without friction.

Delivering the Bare Maximum

The Fundamentals

Perceptive
Service

A purposeful and intuitive staff that knows what you need, when you need it.

Free
Wifi

Free, fast Wifi that works all over the hotel.

Free
Bottled Water

Free bottled water and filtered stations throughout the hotel.

A Room
That Works

Premium bedding and towels, really good showers, HDTV and workspaces designed to keep you productive.

Premium Dialups

Grab
& Go

F&B/coffee marketplace in the morning, freshly prepared hot and cold lunches, and premium baked goods to keep your day moving forward.

24-Hour
Elite Pantry

Continental breakfast items, premium beverages and snacks available when you need them. Complimentary for Gold and Platinum Marriott Rewards Members.

Full-Service
Fitness Center

Full line of modern cardio and resistance equipment, free weights and dedicated yoga and CrossFit spaces.

Destination
Bar

A focused menu in the evening for a really good salad or burger plus craft beers and handmade cocktails.

A close-up, shallow depth-of-field photograph of a woman's hands typing on a laptop. She is wearing a light-colored, long-sleeved top. Her hair is blonde and falls over her shoulder. The background is a blurred office environment with warm, out-of-focus lights. The word "Tonality" is centered in the image in a dark blue, monospace-style font.

Tonality

Straightforward, Smart and Fluid

The brand tone of voice is reflective of the busy lifestyle of the target. It is keenly focused, like a seasoned athlete.

While the language may at times be clever and quick-witted, it is never filled with the kind of long-winded romantic speech you would find in a more vacation-oriented brand. Instead there is fluidity and a fast pace. A feeling of always needing to move on to the next job at hand.



A woman with her hair in a bun, wearing glasses and a dark blazer over a light blue shirt, stands by a large window. She is holding a white mug and looking out at a city street with buildings and a road. The scene is brightly lit by natural light from the window.

Brand Overview

The Big Idea

The Bare Maximum

Brand Promise

Delta Hotels prioritizes and simplifies travel, so Streamliners can trade up on what matters.

Target: Streamliners

Travelers who are focused on the job at hand. These people prefer quality over quantity. They appreciate the best of less and seek a frictionless journey.

Brand Values:

Pragmatic, Efficient, Seamless

Consumer Benefit:

A seamless travel experience that allows you to focus on what’s important.

Momentum + Recharge + Smart Value

Delivering the Bare Maximum

Perceptive Service	Grab & Go
Free Bottled Water	24-Hour Elite Pantry
Free Wifi	Full-Service Fitness
A Room That Works	Destination Bar

Tonality:

Straightforward, smart and fluid

Questions?

Contact: Greg Durrer 301 380 2931
or gregory.durrer@marriott.com

A close-up photograph of a stack of folded white towels. The towels have thin, horizontal gold stripes. They are resting on a larger, unfolded white towel. The background is softly blurred, showing more of the towel and a hint of a light-colored surface.

Our Identity

Brand Name

In order to differentiate the hotel brand from the airline (and the faucet company), use “The” when referring to the hotel in all pieces of communication: “The Delta Hotel.”

In addition, the use of the “Marriott” branding is to be used primarily at the end of communication pieces. When spoken, the hotel’s full name is “The Delta Hotel by Marriott.” But the full name is not necessary if the name is repeated throughout a piece of communication.

Language

Because the tone is goal focused, the brand's language is based on giving the right information in the shortest amount of time. Headlines should be short and to the point. Body copy should be avoided where possible. And writers should task themselves with the kind of minimal writing that works when someone is too busy to stop and read a lot of text, while still conveying the essence and standards that the brand stands for. When possible use The Delta Hotel icons rather than copy.



Iconography

At the core of this system is an icon set based on the curves and breaks in the Delta D. Iconography is by nature a form of shorthand, streamlined communication. Here, the design language is stripped down to its bare essentials, further reducing anything

Please do not create new icons.
This is an intentional library of options.



Free Bottled Water



Perceptive Service



A Room That Works



Full-Service Fitness



Free Wifi



Grab & Go



Destination



24-Hour Elite

Brand Elements

A person is sitting on a checkered ottoman, holding a smartphone. The background is a bright window with sheer curtains, creating a soft, diffused light. The person is wearing a light-colored, long-sleeved shirt and dark trousers. The overall mood is calm and modern.



Brand Logo Lockup

The Delta Hotels Brand Logo Lockup, featuring the Marriott logotype, is our primary logo and the preferred logo for all applications. The logo always appears in DH Blue.



Clear Space

It is important to leave enough space around the Delta Hotels Brand Logo Lockup for proper brand recognition. Please refer to the following space rules. Clear space is measured by the height of the D icon. Maintain a space of at least this height around the logo.



Minimum size

To ensure brand recognition and legibility of the tagline, make sure that application of the Delta Hotels Brand Logo Lockup abides by minimum size requirements.



Small space

For applications smaller than the minimum size, use the small space version of the Delta Hotels Brand Logo. This logo may be reduced to a smaller minimum size, specified above.



Secondary Brand Logo Lockup

The Delta Hotels Secondary Brand Logo Lockup, featuring the Marriott logotype, is our primary logo and the preferred logo for all applications. The logo always appears in DH Blue.

Clear Space

It is important to leave enough space around the Secondary Brand Logo Lockup for proper brand recognition. Please refer to the following space rules. Clear space is measured by the height of the brand logo. Maintain a space of at least this height around the logo.



minimum height
.33” in print
24 px in digital

Minimum size
To ensure brand recognition and legibility of the tagline, make sure that application of the Delta Hotels Secondary Brand Logo Lockup abides by minimum size requirements.



minimum height
.2” in print
15 px in digital

Small space
For applications smaller than the minimum size, use the small space version of the Delta Hotels Secondary Brand Logo. This logo may be reduced to a smaller minimum size, specified above.



Reverse Brand Logo Lockup

For applications on dark backgrounds or imagery, please use the Delta Hotels Reverse Brand Logo Lockup. The reverse color is DH White but may be white (paper or substrate color) in cases where DH White will not hold.



Reverse Brand Blue Master Logo Lockup

An alternate reverse logo using the light secondary blue is also available for use on DH Blue backgrounds.



minimum width
1" in print
72 px in digital

Minimum size

To ensure brand recognition and legibility of the tagline, make sure that application of the Delta Hotels Property Logo Lockup abides by minimum size requirements.

Property Logo Lockup

Brand Property Logo Lockup featuring the property is used in specific locations. The property name is featured in the Lettera font, linking it to the brand typography. The logo always appears in DH Blue.

Clear Space

It is important to leave enough space around the Brand Property Logo Lockup for proper brand recognition. Please refer to the following space rules. Clear space is measured by the height of the D icon. Maintain a space of at least this height around the logo.

Color Palette

DH Blue

Digital
RGB 16, 6, 159
Hex #11159C

Print “Uncoated”
PMS BLUE 072 U
CMYK 100, 92, 0, 0

Print “Coated”
PMS BLUE 072 C
CMYK 100, 95, 0, 0

DH White

Digital
RGB 246, 244, 240
Hex #f5f4f0

Print “Uncoated”
PMS Cool Gray 1U, 50% tint
CMYK 2.5, 2, 4, 0

Print “Coated”
PMS Cool Gray 1C, 50% tint
CMYK 5, 2, 4, 0

Digital
RGB 20, 27, 77
Hex #141c4c

Print “Uncoated”
PMS BLUE 2766 U
CMYK 97, 90, 0, 50

Print “Coated”
PMS BLUE 2766 C
CMYK 100, 87, 0, 50

Digital
RGB 175, 217, 225
Hex #b1d9e0

Print “Uncoated”
PMS 290 U
CMYK 30, 2, 7, 0

Print “Coated”
PMS 290 C
CMYK 30, 2, 10, 0

Digital
RGB 217, 217, 213
Hex #d9d9d5

Print “Uncoated”
PMS Cool Gray 1U
CMYK 10, 8, 12, 0

Print “Coated”
PMS Cool Gray 1C
CMYK 5, 4, 8, 0

Digital
RGB 117, 120, 1231
Hex #75787b

Print “Uncoated”
PMS Cool Gray 10U
CMYK 10, 5, 5, 60

Print “Coated”
PMS Cool Gray 9C
CMYK 10, 5, 5, 60

Digital
RGB 208, 200, 184
Hex #d0c7b8

Print “Uncoated”
PMS Warm Gray 2U
CMYK 10, 10, 23, 10

Print “Coated”
PMS Cool Gray 3C
CMYK 10, 10, 18, 10

A blurred background image showing a person's legs and feet in a gym setting. The person appears to be performing a leg exercise, possibly a squat or lunge, with their feet planted on a light-colored floor. The background is out of focus, showing a chain-link fence and some structural elements of the gym. The word "Typography" is centered in the middle of the image in a white, serif font.

Typography

Typography

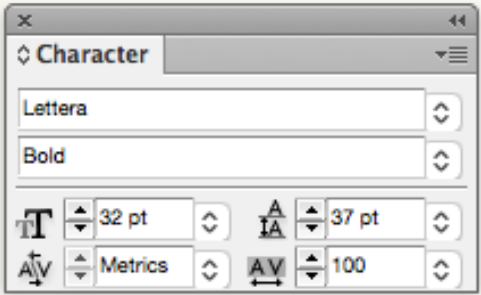
He11o

Lettera is rooted in classic Swiss design but has been redrawn as a digital typeface. Its clean, utilitarian form presents The Delta Hotel brand language with a simplicity that complements our streamlined, direct tone of voice. The overall feel is modern and minimal, peppered with unique details in serifs, curves and tails that surprise and add character to the overall look and feel.

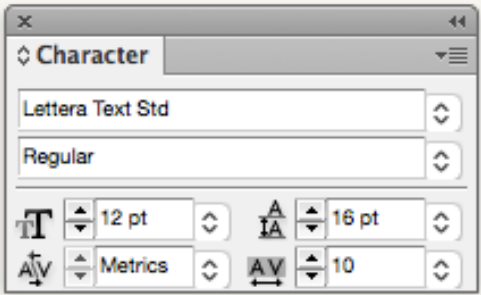
Lettera and Lettera Text families are sold from Lineto.
Lettera: <https://lineto.com/The%20Fonts/Font%20Categories/Monospaced%20Fonts/Lettera/>
Lettera Txt: Lettera text is available through Lineto here at service@lineto.com.

Aa Lettera

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()[]?/



Lettera is our primary typeface for headlines.



Lettera Text is our primary typeface for body copy.

Am hita sa sinventius quo et fuga. Hilitia nderum excepre stiust aut fuga. Et rendae qui nos dolor re officiet as dit qui nos paruntio. Ebisti aut voloreictas mint praescipis earum volorem quod ute debis et volupta tempore nulparum que ratestem faccum volorestem sum iureiur aut eaquunt autem etur, simi, coremporat auditas eat ullamende maio eum volo id ut esequunt pedit, quist, undi int.



Photography

The look and feel
of the photography
should be simple,
clean and modern.

Imagery should be consistent with our brand voice
as well as true to our tonal color palette. It should
have one key focal point whenever possible.



DELTA HOTELS BRAND MANUAL




PHOTOGRAPHY



D





A modern interior scene featuring a wooden shelf, a white armchair, and a vase. The shelf is made of light-colored wood and holds a tall, slender, light-colored vase. The armchair has a white, textured fabric seat and backrest. The background is a light gray wall.

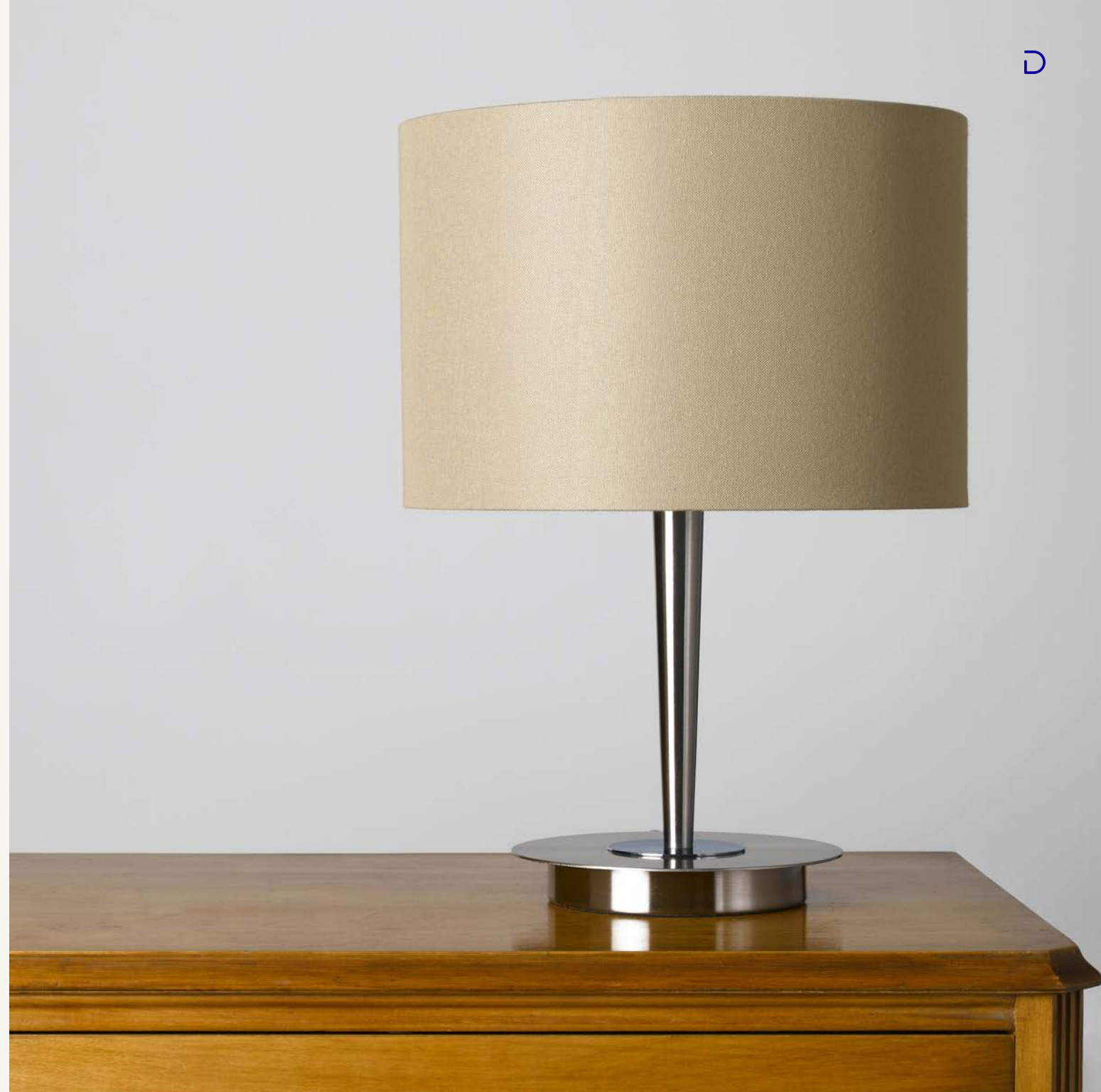
Application

Minimal and Purposeful

The look of the brand communications should embody the “Bare Maximum” spirit of the brand positioning—straightforward and direct—without extra elements that detract from the message. Layouts should apply the following principles:

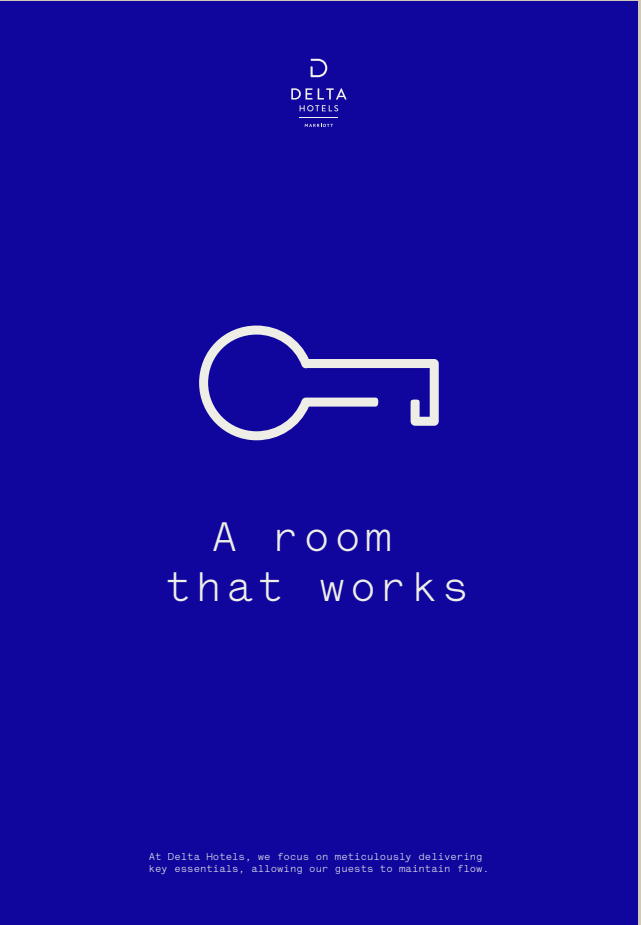
Only use elements that matter. Any layout should use the minimum number of elements for a clear, complete communication.

Use negative space to your advantage. Liberal use of negative space supports minimalist brand principles while reflecting the “Bare Maximum” ethos—literally clearing away the clutter and focusing the layout on what matters.



Posters

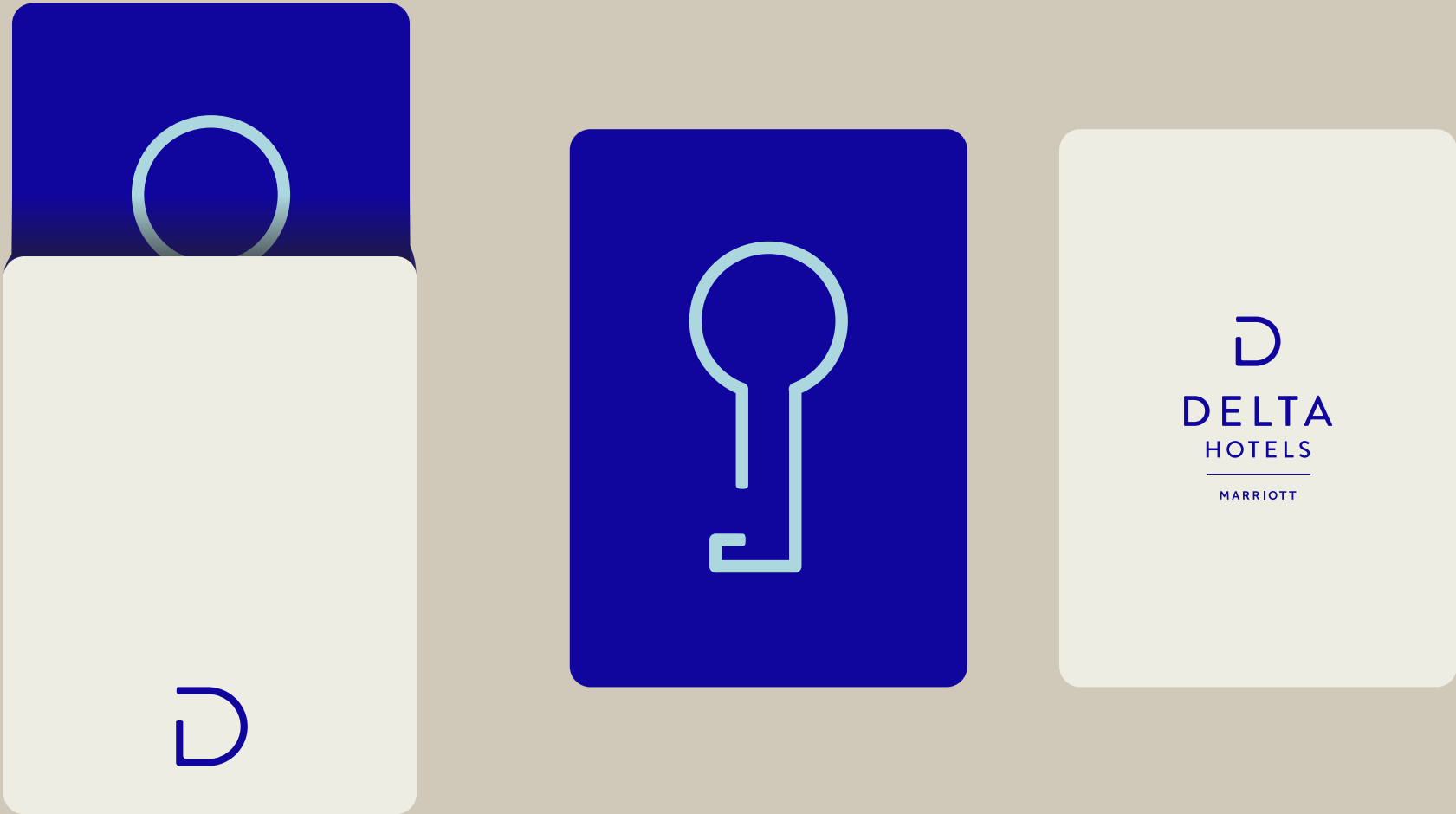
Center and left alignments: Center-aligning headlines works with negative space to focus the eye toward language elements. Center-aligning copy works when it is minimal enough to be presented that way. In cases of longer copy, left-aligning may be preferable, as it is easier to read.



Posters



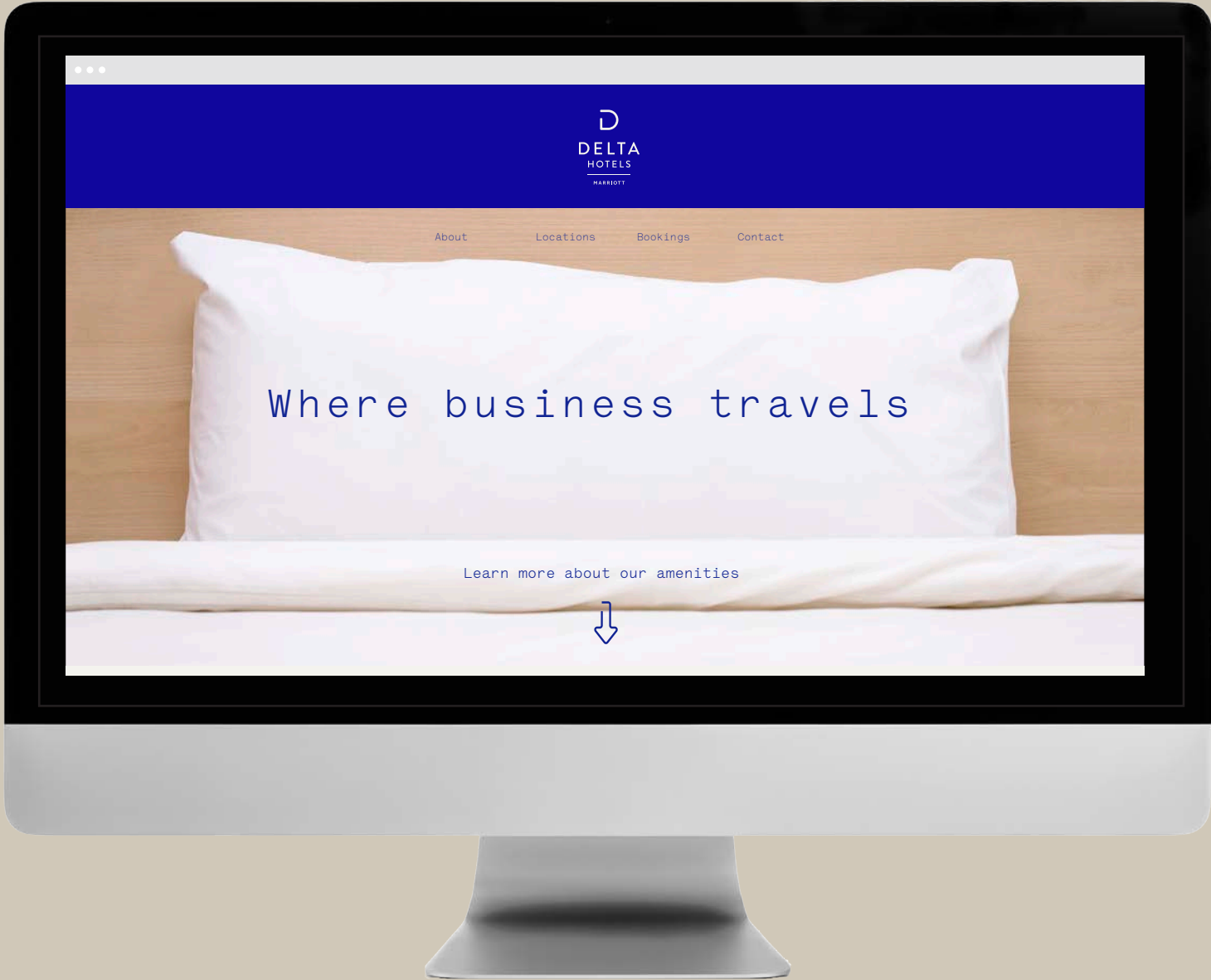
Room Key

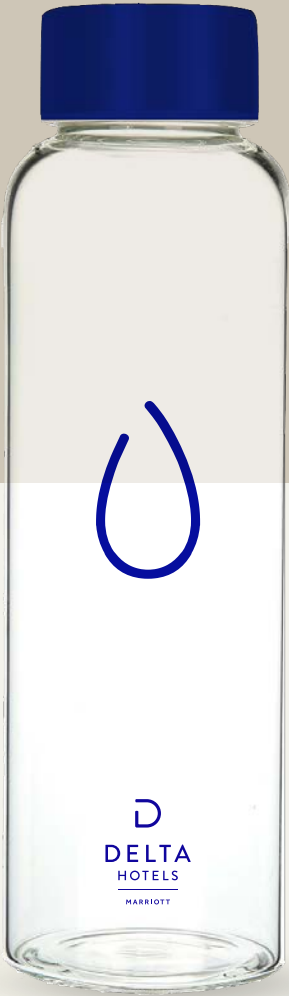


Menu and
Coasters



Home Page













Corporate
Materials

Welcome to The Delta Hotel


Ut porta orci eu tortor dapibus fermentum
sit amet eu nunc. Nulla blandit tellus ut ligula
mollis tempus. Pellentesque quis metus et
metus vehicula ultricies. Curabitur faucibus,
turpis ut euismod dictum, sapien massa sodales
metus, hendrerit cursus lorem ipsum vel sem.

Vestibulum interdum purus bibendum libero
euismod, auctor sagittis erat tincidunt.
Phasellus sit amet facilisis eros, ut tempor elit.

Our Amenities:



Vestibulum interdum purus bibendum libero
euismod, auctor sagittis erat tincidunt.
Phasellus sit amet facilisis eros, ut tempor elit.








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