



Brand guidelines.

Hi there.

Welcome to Hotel Indigo

These brand guidelines have been created to ensure that Hotel Indigo is represented in the best light worldwide. Together we can create a brand that supports our core values, capturing the very essence of the brand at every turn.



Brand guidance.

Simple brand rules

The following points are a quick-look guide to help you keep things on brand.

1. **Don't mix the three core colors in one individual piece of creative**
2. **Use all three core colors across your hotel to create a consistent and energizing environment**
3. **Do not use or create any textures or patterned backdrops**
4. **All imagery used must be reflective of your hotel's neighborhood**
5. **Images used within these guidelines are to provide inspiration and guidance, not to be used directly**

1. Our logo.

Contents.

1. Our logo

- 1.1 Our Hotel Indigo logo
- 1.2 Landscape logo option
- 1.3 Construction and spacing
- 1.4 Alignment
- 1.5 Vertical logo option
- 1.6 Size usage
- 1.7 Fixed logo sizes for various formats
- 1.8 Fixed logo sizes for various envelopes
- 1.9 Color options
- 1.10 Don'ts
- 1.11 Don'ts (landscape logo option)
- 1.12 Don'ts (vertical logo option)
- 1.13 Location indicator option
- 1.14 Location indicator option (spacing)
- 1.15 Dual language location indicator option
- 1.16 Dual language location indicator option (spacing)
- 1.17 How to use the correct logo
- 1.18 How to use the correct logo (examples)

Our logo.

Our Hotel Indigo logo

The logo itself consists of three defining elements - the shell, the word hotel and the word indigo. These three elements sit together in harmony and so must never be separated.

The primary logo option, shown below, should be used wherever possible.

Primary logo option



Our logo.

Landscape logo option

We understand that the Hotel Indigo logo will not work on all applications. To increase the flexibility of the Hotel Indigo logo there is a definitive landscape version.

As with the main version of the Hotel Indigo logo, the three elements - the shell, the word hotel and the word indigo must not be used in isolation.

The landscape logo option must only be used for large format signage and only if the primary logo option cannot be used.

Landscape logo option



Our logo.

Construction and spacing

When using our logo it is important to maintain a consistent exclusion zone around it. Not only will this help prevent any confusion between the logo and other applied elements, but it will help lift the logo and create a clear and strong brand identity.

The space labelled A is an equidistant space between the lower edge of the word hotel and the upper edge of the word indigo. This space is also the distance between the upper edge of the word hotel and the upper point of the shell, as well as the lower edge of the word indigo and the lower point of the 'shell'. Space 'B' is the distance between the shell and the logotype.

The exclusion zone, X, acts as a perimeter around the whole logo which is equal to the width of the shell within the logo.

No other graphic elements are allowed to breach this exclusion zone.

The exclusion 'X' zone is used as a positional guide for all collateral pieces. Exclusion zone 'X' is the distance from the nearest edges that the logo will sit.

Spacing and exclusion zone



Our logo.

Alignment

Within the Hotel Indigo logo we have incorporated five key points of vertical alignment. These points will help maintain a solid and consistent reproduction of the logo.

These five key points will help maintain a fluid consistency in the reproduction of the logo and will be especially useful when creating signage elements where individual letters need aligning.

Vertical alignment points



Our logo.

Vertical logo option

When using the Hotel Indigo for vertical application, the logo must always be presented in the landscape format, rotated clockwise through 90 degrees (see below).

The primary color option for this logo is the Indigo Blue Pantone 2758c.

The vertical landscape logo option must only be used for large format signage when the horizontal space is limited.



Our logo.

Size usage

Below shows the smallest size that the logo should appear.

The logo can be used as large as necessary, providing that the logo is scaled proportionally and no elements are used in isolation.

Logo option



Minimum size

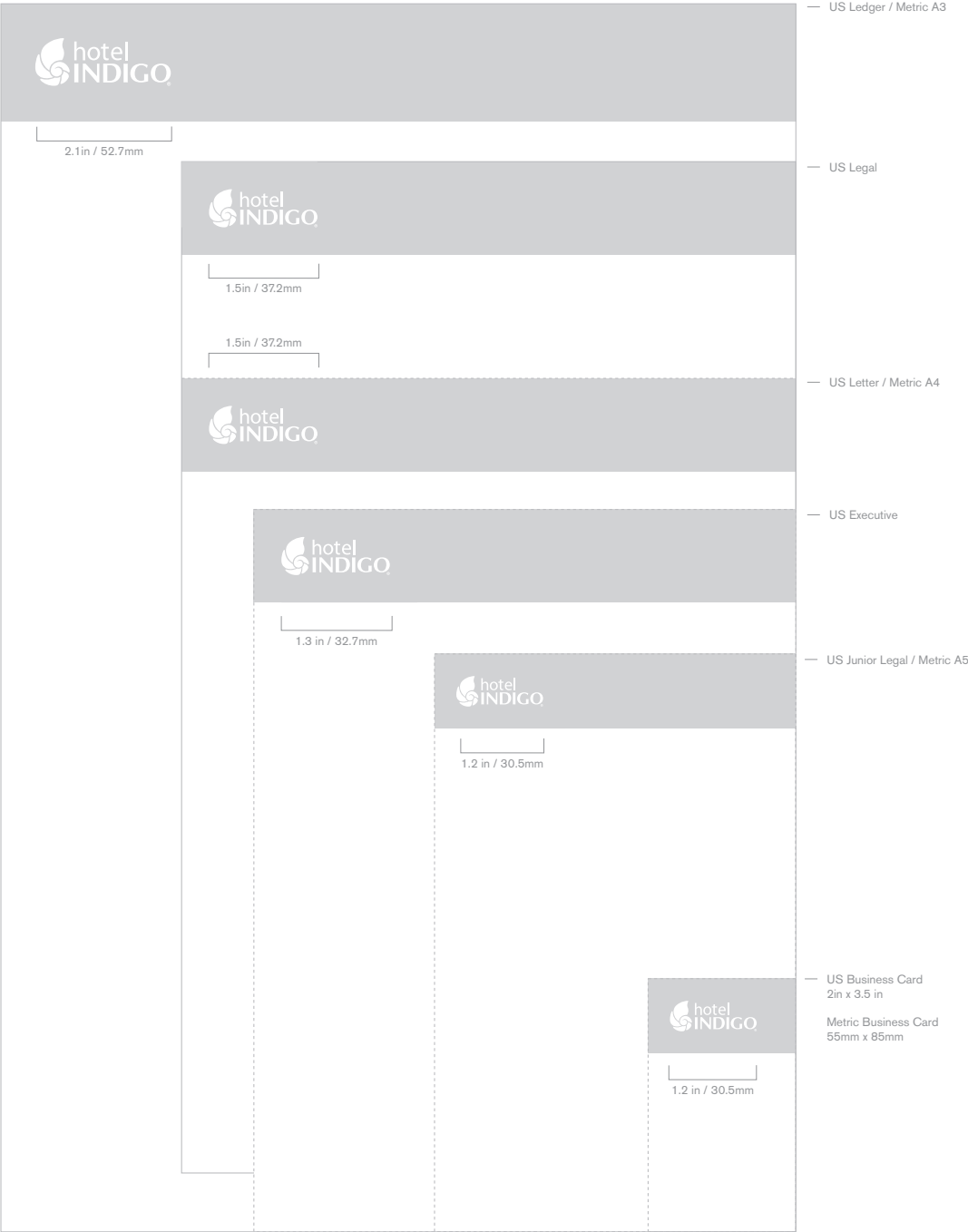


Our logo.

Fixed logo sizes for various formats

To maintain consistency of application, the following are standard sizing guidelines for key formats.

Please note, the sizes shown are not to scale and show US / Metric equivalents.

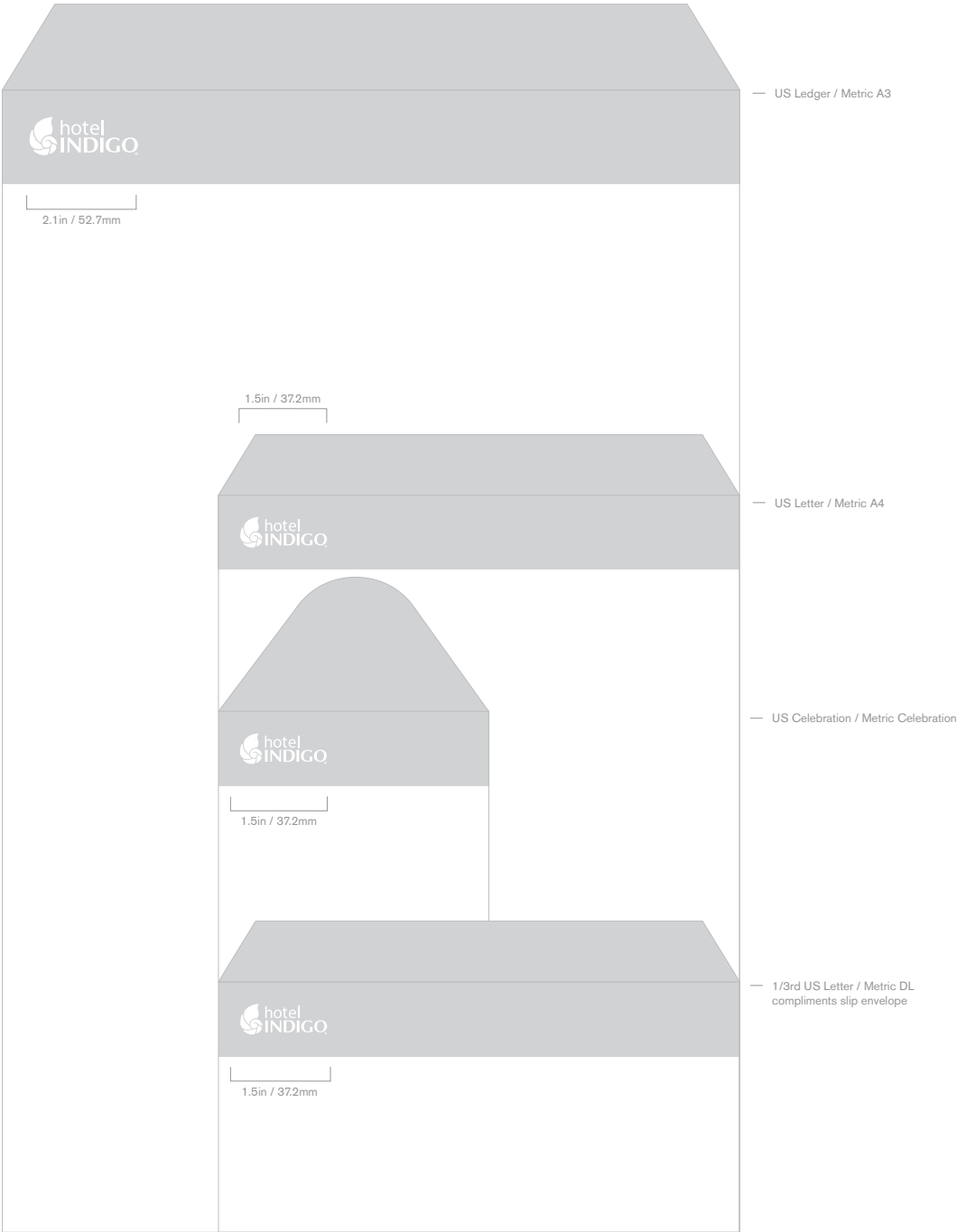


Our logo.

Fixed logo sizes for various envelopes

To maintain consistency of application, the following are standard sizing guidelines for key formats.

Please note, the sizes shown are not to scale and show US / Metric equivalents.



Our logo.

Color options

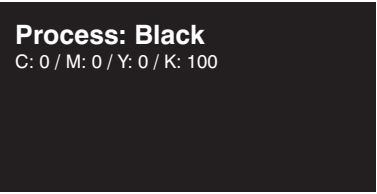
When applying any of the Hotel Indigo logo options, these color guidelines must be followed. No other colors may be used to represent the Hotel Indigo brand. Indigo blue, Pantone 2758c is only to be used when referencing the brand, not on any collateral design.

Black is primarily for text and facsimile use and in certain instances where the media dictates that color cannot be used.

Logo examples



Color options



Our logo.

Don'ts

Here are examples of common misuses of the Hotel Indigo logo - under no circumstances should the logo be represented in these ways.

Don't

Distort or rotate the logo.



Don't

Alter the colors.



Don't

Alter the size of any logo elements.



Don't

Change any of the typography.



Don't

Apply effects to the logo.



Our logo.

Don'ts

Here are examples of common misuses of the Hotel Indigo logo - these should not be used in any circumstances.

Don't

Distort or rotate the logo.



Don't

Alter the colors.



Don't

Alter the size of any logo elements.



Don't

Change any of the typography.



Don't

Apply effects to the logo.



Our logo.

Don'ts

Here are examples of common misuses of the Hotel Indigo logo - these should not be used in any circumstances.

Don't

Cascade the text vertically.



Don't

Alter the colors.



Don't

Alter the size of any logo elements.



Don't

Apply effects to the logo.



Don't

Change any of the typography.



Our logo.

Location indicator option

Although the preferred and recommended logo for all collateral is the Hotel Indigo logo, we appreciate there may be instances where a specific hotel location logo is more appropriate.

So, we've created some simple and effective guidelines for how this should be implemented.

The example below shows how two cities with a number of neighborhoods are differentiated.

Examples



Our logo.

Location indicator option

When introducing additional elements to the brand identity, it is important that we have guidelines in place that are clear and simple to follow.

The logo below illustrates the exclusion area around the elements and the spacing guidelines between logotype and location indicator.

- (a) Shows the X height (width of the shell icon) split into quarters (0.25X) as a basis for measurement.
- (b) All location indicators sit aligned left with the Hotel Indigo logotype.
- (c) Spacing between logotype and location indicator is 0.25X.
- (d) Location indicator sits 0.25X in height, measured from the upper edge of the ascenders to the baseline of the text.
- (e) The exclusion zone sits 1X around all logo elements and acts as a dynamic border that adjusts with your artwork.

Location indicator spacing



Our logo.

Dual language location indicator option

As we are a global brand in many global neighborhoods, we must accommodate different languages in our logo make-up, whilst following the same fundamental guidelines as our primary location indicator option (page 1.13).

To accommodate translations, the second line of the location indicator must be translated into your regional language and contain Hotel Indigo within the copy, ie. Hotel Indigo Shanghai On The Bund (Chinese example). Copy structure may vary per region.

Where the language is Latin based, Hotel Indigo does not need to be included within the translation, as the logotype is sufficient.

For Chinese typeface reference, see page 5.5.

Examples



Our logo.

Dual language location indicator option

With regards to spacing and positioning, the regional language location indicator follows the same fundamental rules as outlined on page 1.14.

- (a) Shows the X height (width of the shell icon) split into quarters (0.25X) as a basis for measurement.
- (b) All location indicators sit aligned left with the Hotel Indigo logotype.
- (c) Spacing between logotype and primary location indicator is 0.25X.
- (d) Location indicator sits 0.25X in height, measured from the upper edge of the ascenders to the baseline of the text.
- (e) Spacing between primary location indicator and second language location indicator is 0.25X.
- (f) Regional language location indicator begins at 0.25X in height, as per the first line however, due to the standard character sizes of the language shown this would be slightly too small, so this is increased to 0.35X for clarity. Characters should be increased to no more than 0.35X.
- (g) The exclusion zone sits 1X around all logo elements and acts as a dynamic border that adjusts with your artwork.

Location indicator spacing



Our logo.

How to use the correct logo

Using the correct version of our logo is important to maintain brand consistency and target your guests successfully. These simple guidelines highlight which logos to use in which instances. For more details please speak to your regional brand manager.

- (a) Core logo option for any generic brand communications and global advertising campaigns. Primary logo option for all pieces of general communications and collateral that contains the hotel specific details already, such as stationery. Options (b) and (c) are only used as necessary alternatives and not as a primary replacement.
- (b) Location specific logo option for any local and hotel specific neighborhood campaigns and communications that require neighborhood focus.
- (c) Dual language logo option for neighborhood and hotel specific campaigns and communications that target guests in a non-English speaking region (in this example, China).

Examples



— a



— b

New York Albany Latham



— c

Shanghai On The Bund

上海外滩英迪格酒店

How to use the correct logo

- (a) Core logo option for any generic brand communications and global advertising campaigns.
- (b) Location specific logo option for any local and hotel specific neighborhood campaigns and communications.
- (c) Dual language logo option for neighborhood and hotel specific campaigns and communications that target guests in a non-English speaking region (in this example, China).

Examples



2. Tone of voice.

Contents.

2. Tone of voice

- 2.1 How we speak
- 2.2 Why is it important?
 - What is it?
 - It's about saying it like it is
 - Our approach
- 2.3 The global hallmarks
 - Explanation
 - Our guiding principles
- 2.4 Which words to use in your communications
- 2.5 Style & grammar
- 2.6 Do's and don'ts
- 2.7 5 things to remember
 - Example - Welcome note

Tone of voice.

How we speak

A great tone of voice engages with the audience. It brings Hotel Indigo and its guiding principles to life by using words which evoke all the positive things we have to say about what we do, the way we do it and what our guests expect.



Tone of voice.

Why is it important?

Having a good tone of voice helps us to communicate effectively, this allows us to easily apply some of the universal rules of good writing, such as simplicity, consistency and clarity.

It enables us to present ourselves in the best light every time we have something to say - whether we're writing a note to a guest or a headline for an advertisement.

What is it?

It's all about words.

- which ones we use
- when, where and how we use them
- getting the overall feel right
- and a few grammatical do's and don'ts

It's about saying it like it is

- in a way that reflects our guests and their needs
- what we're like and how we behave
- referring to those who come to stay with us as 'guests' - and meaning it
- how our guests feel after staying with us

And it's all about communicating what's special about Hotel Indigo.

Our approach

We'd like you to read this guide, consider it and get a real feel for how we express ourselves. Then, each time you have something to say, you'll come to intuitively know how to put it all into words.

It is more than a succession of do's and don'ts. Just like our hotels, we want everything we say to be full of energy and individuality, so it's no good if we all sound identical. We want to consistently get the same feeling across, but not by using exactly the same words. After all, no Hotel Indigo is exactly alike

Use the guide when you're writing, but also apply it to the way you speak. And it's just as relevant whether you're in dialogue with one person or with a cast of thousands.

Tone of voice.

The global hallmarks

Neighborhood Story
Fresh Design
Inspired Service

These are the distinct qualities that make our brand unique and different from other hotels. These are what we deliver to our guests.

The Guiding Principles, however, are about how we deliver. That's where our tone of voice comes in – because this is how we bring each of them to life. It's important to remember that not every guiding principle needs to be featured in what you write, but it's the cumulative effort that brings the principles to life.

Explanation

Vibrant
Inviting
Local

Our guiding principles are at the heart of everything we do

They are what define us, allowing Hotel Indigo to stand apart. They are what our guests expect to hear, see and feel as they walk into the lobby or check-in to their room.

They are at the heart of our tone of voice. Most things we write should reflect each of these and should never, ever be contradicted.

They are the foundation on which our brand language is built.

Tone of voice.

Which words to use in your communications

The following section showcases a range of words that are Hotel Indigo, through and through. We have applied them to each of the Guiding Principles.

They're both the actual words you can use when communicating or ones that should be in your mind when you are composing so that you're in the right frame of mind.

And remember, this is a guide, not an instruction manual - you can and should be you.

How to be vibrant in your communications

There should be an energy in the way you communicate - lively, proud, glad to be alive, enthusiastic. You should be eager to talk about Hotel Indigo and how it delivers something different and memorable, but without ever being loud, forceful or contrived.

Words to consider

Experience, stylish, distinctive, modern, contemporary, delighted, enjoy, unique, individual, active, energy.

How to be 'inviting' in your communications

We need to be approachable, engaging, encouraging, friendly, genuine, accommodating in everything we communicate. Don't be informal – remain professional in your tone – but there has to be warmth and sincerity. All you really have to do is think 'how would I like to be spoken to?'. We should also make everything easy for our guest to understand and appreciate.

Words to consider

Delighted, welcome, just let me know what you need, dedicated, pleased, comfort, convenience, appealing, genuine.

How to bring 'local' into your communications

Show you belong to the neighborhood and that, for a short while at least they can to. By giving them practical advice on how they can connect and take advantage of what's on offer. Communicate with credibility, because you're the expert. But, remember to be open by giving them suggestions and asking questions – don't tell them what to do.

Words to consider

Idea, suggestion, what would you like, I know a great place, authentic, established, local, real, recommend, reputation, just what you're looking for, neighborhood, short walk.

Tone of voice.

Style and grammar

The biggest thing to bear in mind when writing or speaking is the personality of Hotel Indigo, our guests and ourselves.

Let's have a look at some words we've mentioned; energy, engaging, real, open, friendly, professional, knowledgeable, enthusiastic. Hold those thoughts in your head when you write – and, when you're done, ask yourself if what you wrote reflects these words.

And don't forget who you're talking to. Writers like to imagine who they are specifically addressing.

Regional language

American English is our primary brand language. But, as we are a brand grounded in each neighborhood, it's important and acceptable to use the regionally relevant language with our tone of voice to tell a believable neighborhood story.

Keep it simple

All the best writers avoid peppering their work with big, long words. As a rule, if you don't say it, why write it? We have a rich enough set of words to choose from.

Features and benefits

If you're promoting, always make sure you talk about both what we do – and how it benefits the guest.

Consistency

Always make sure that what you're saying now is consistent with what you said the last time (or on the previous page).

Sentences

We should always write in complete sentences, be sure to including a verb. The only exception is within media where incomplete sentences are used, such as marketing headlines and social networks.

Formality

We're definitely not formal. But we aren't informal either. And we're a long, long way from being casual. What we are is welcoming, open, real and professional. We don't provide over the top service to our guests, but we should never forget that we're here to look after them and make them feel good.

Tone of voice.

Do's and don'ts

Always be positive

Can is better than can't. If you are explaining that something cannot be done, then give a good reason why and come up with an alternative.

Be yourself

Leaving welcome notes is a really positive thing to do for our guests. Do what comes naturally and be yourself.

Concise

Keep things simple. Just make your point and move on. Long sentences can really drag, and confuse. It's easy to break up what you mean into smaller sentences.

Read it back

You'll be amazed what you find when you do this. Do it word for word, in order, so you replicate what the reader will experience.

Avoid cliches

It's a golden rule. We can let our words make the point without any more emphasis. No puns, they may be funny, but they're not stylish.

Abbreviations

We have no problem with common abbreviations, such as 'OK' and 'Misc.', but, no shorthand or text language, unless this is common practice within the media you're using – such as social networks.

We encourage everyone to have freedom of expression, but the consistent use of some core words really help in recognition and clarity, for both ourselves and our audience.

We're 'team members'

We don't say staff because we want to highlight that it's the way we work together that makes Hotel Indigo so special.

We always speak of our 'guests'

We should always think of our guests as real people and people that we have genuine empathy with.

We say 'Hotel Indigo'

To just say Indigo is too casual. To just say 'Hotel' is impersonal. When writing about more than one Hotel Indigo you should refer to 'Hotel Indigos'.

'We', 'Us'

Rather than always talking in the 3rd person about what Hotel Indigo does, switch to the 1st person plural. It is both more personal and allows us to speak with one voice.

Tone of voice.

Five things to remember

1. **Our guiding principles**
Vibrant
Inviting
Local

They're a part of everything we think, say and do.
2. **Our audience**
We know what our guests like – and what they love about Hotel Indigo.
Make sure we tell them.
3. **Be positive**
- in the words you use, in your tone of the voice and in the suggestions you make.
4. **Be yourself**
It's really important to accurately represent Hotel Indigo, but don't forget who you are. Guests will love your personality.
5. **Keep it simple**
- short sentences, straightforward words, one thing at a time.

Example - Welcome note



3. Color.

Contents.

3. Color

- 3.1 Why is color so important
- 3.2 Color palette

Color.

Why is color so important?

The correct use of color is vital in communicating our tone of voice and our guiding principles; Vibrant, Inviting and Local. By choosing a vibrant yet considered color palette we can easily convey a truly inviting feeling and capture the local neighborhood spirit of each hotel.

The following palette captures every aspect of our guests' journey at Hotel Indigo. From wonderfully muted relaxed tones of grey, right through to vibrant orange and refreshing green, we feel we have all the color essentials covered.



Color.

Color palette

The Hotel Indigo color palette features a range of colors that are both visually striking, yet manageable. They help convey the various moods of the Hotel Indigo experience without over complicating or confusing the visual message.

You'll notice that our Indigo Blue is part of the color palette, but this is not used on any collateral. This blue is our core brand color when referencing the brand or using the logo in isolation, but it does not feature in our core design style. White space is also fundamental to the success of the core brand design elements as it allows the color palette and photography to live independently within each piece of creative.

The CMYK color references have been custom created to achieve the closest match to the Pantone original, when printed.

Black is primarily for text and facsimile use and in certain instances where the media dictates that color cannot be used.

Teal, Crimson and Sunburst can be mixed throughout collateral pieces to create an exciting, vibrant yet controlled range. See pages 7.4 - 7.7 for visual examples of how this works.

Hotel Indigo Blue.	Pantone: 2758C C: 100 / M: 80 / Y: 5 / K: 39 R: 11 / G: 34 / B: 101
Teal.	Pantone: 3272C C: 99 / M: 0 / Y: 55 / K: 0 R: 0 / G: 165 / B: 153
Crimson.	Pantone: 1935C C: 1 / M: 100 / Y: 51 / K: 10 R: 195 / G: 0 / B: 69
Sunburst.	Pantone: 158C C: 0 / M: 65 / Y: 95 / K: 0 R: 227 / G: 114 / B: 34
Pale grey.	50% Pantone: 432C C: 33 / M: 22 / Y: 13 / K: 39 R: 164 / G: 174 / B: 181
Charcoal.	Pantone: 432C C: 65 / M: 43 / Y: 26 / K: 78 R: 55 / G: 66 / B: 74
Black.	Pantone: Process Black C: 0 / M: 0 / Y: 0 / K: 100 R: 0 / G: 0 / B: 0
White.	Pantone: Process White C: 0 / M: 0 / Y: 0 / K: 0 R: 255 / G: 255 / B: 255



4. Photography.

Contents.

4. Photography

- 4.1 The Hotel Indigo journey
- 4.2 Vibrant, Inviting, Local
- 4.3 Image inspiration overview

Photography.

The Hotel Indigo journey

The photography we use throughout Hotel Indigo should tell a story and document the most memorable elements of the customer's experience.

Our photographic style is very distinct and must be consistent across all forms of Hotel Indigo creative. We have included examples illustrating how the different elements of the journey are to be explained through photography.

Whether using stock photography or commissioning photographers you must ensure this style is replicated in order to successfully communicate the Hotel Indigo experience.



Photography.

Vibrant, Inviting, Local

Our photography style has been created to communicate our guiding principles in a unique, stylish and emotive way. From the moment the guest arrives at our neighborhood, to relaxing at the end of their day, our imagery should convey a sense of being there, taken through the eyes of the guest as they enjoy their Hotel Indigo journey. There shouldn't be any clearly staged photography or heavily cropped close ups. Our style is natural and portrays an unexpected, enjoyable and relaxed journey as opposed to a very forced visual theme.

Vibrant

Our imagery is created in a vibrant manner without appearing garish or harsh. The vibrancy comes through the rich use of color and subject matter, as opposed to using vivid, bright colors and lighting. The relaxed styling of our photography is vibrant in itself, it invites the viewer to seek out what appeals to them within the image.

Inviting

The creation of imagery and it's use should build an atmosphere from within each shot, enticing guests through various senses to enjoy the rich cultural heritage of a particular area or experience the hustle and bustle of the community.

Local

We pride ourselves on our neighborhoods and want to showcase the community spirit and atmosphere. All locally themed imagery must embody the essence of what makes that particular neighborhood so special and enjoyable, giving each hotel a truly unique feel.

The way in which our imagery is cropped plays an important role in it's effectivity. We don't want to over crop an image and lose the surrounding atmosphere but we don't want to miss a wonderful focal point within a shot. Striking a balance between subject and surroundings is vital in maintaining a natural and organic feel to each shot.







5. Fonts.

Contents.

5. Fonts

- 5.1 More than just words
- 5.2 Introducing Swiss 721BT
- 5.3 Swiss 721BT roles
- 5.4 Introducing Arial
- 5.5 Introducing our Chinese alternative

Fonts.

More than just words

Font selection is paramount to the success of any creative, whether it be from a simple business card, poster, magazine ad or signage. The following section introduces our font selection to help create a clearer brand message from ourselves to our guest, in a simple and succinct way.



Fonts.

Introducing Swiss 721BT

To keep our brand communications simple we need a font that translates well globally at all sizes and is future proof. Swiss 721BT is that font.

We have selected three weights, each weight has a specific role to play which must be respected in order to maintain a consistent brand presence.

Swiss 721BT is not the font used in the Hotel Indigo logo, that is a specifically designed logotype that must not be replicated anywhere, other than that supplied as the logotype.

Swiss 721 BT Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^ &*()_+{}[]:”;'<>,.?**

Swiss 721 BT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^ &*()_+{}[]:”;'<>,.?**

Swiss 721 BT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^ &*()_+{}[]:”;'<>,.?/

Fonts.

Swiss 721BT roles

Please note that for both header and sub header texts you should apply a tracking (letter spacing) of -50. This creates a cleaner and more modern appearance.

The body copy, however, maintains a standard tracking (letter spacing) of 0, as do any highlighted texts that are pulled out in bold.

Swiss 721 BT Heavy

Header texts

This is to be used for headings only. The chosen font adds a simple, stylish and timeless modernity to the supporting text on all collateral. It compliments the simplicity of the creative and makes the most of the white space available.

Swiss 721 BT Bold

Sub header texts

This weight is to be used for any sub headers or specific text that requires highlighting, such as names and hotel names on business cards.

Swiss 721 BT Roman

Body texts

The roman option is perfect for creating clean and crisp body copy and so should be used for that alone. The character shapes and fine lines allow a clarity that only this font can provide.

Fonts.

Introducing Arial

Swiss 721BT is the primary choice for all use of type on any Hotel Indigo collateral. For internet or PC based requirements such as emails or Microsoft Office applications, then Arial can be used as a substitute. Arial Black, Bold and Regular would replace the Heavy, Bold and Light options of Swiss 721BT.

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+{}[]:”;'<>,.?/**

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+{}[]:”;'<>,.?/**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+{}[]:”;'<>,.?/

Fonts.

Introducing our Chinese alternative

Whenever Chinese dual language communications are required, the below approved typeface should be used, in the weights shown.

Please see pages 1.15 - 1.18 for examples.

HYB1GJM (Bold Header text)

这些话显示的字体

HYG2GJM (Regular Body text)

这些话显示的字体

6. Paper stock.

Contents.

6. Paper stock

- 6.1 Everything considered
- 6.2 Introducing Mohawk Superfine Ultra White
- 6.3 Paper, Weights and Usage table

Paper stock.

Everything considered

Paper can often be taken for granted. To some, paper is just something that finishes up in the waste paper basket. However, the choice of paper is just as important as its use, which is why we've taken time to choose the paper stock we use throughout Hotel Indigo.



Paper stock.

Introducing Mohawk Superfine Ultra White

The Mohawk range of papers is widely qualified throughout the world and provides the perfect finish to our brand collateral. Superfine was chosen as the stock of choice for Hotel Indigo because of its exceptional quality and flexibility.

Known for innovation, service, and quality, Mohawk Fine Papers Inc. is the largest premium paper manufacturer in North America. A highly competitive, low-cost producer of premium writing, text, cover, and digital papers, Mohawk offers a forward-looking product line that includes some of the best-known brands in the industry: Strathmore, an internationally recognized name in corporate identity papers; Beckett, featuring unprecedented environmental benefits in five extraordinary finishes; Mohawk Superfine, the industry standard for traditional uncoated printing paper; cast-coated Kromekote, the world's finest printing surface; Via, the value leader in text and cover; Navajo and Options, featuring the patented Inxwell process; the new i-Tone process developed for the HP Indigo; and Mohawk Color Copy, with the proprietary Digital Imaging Surface™ for superior color copy results.

Independently owned Mohawk is headquartered in Cohoes, New York. In 2005, Mohawk acquired the Fine Papers business from International Paper, which included the respected Strathmore, Beckett, Via, and BriteHue brands. In 2009, Mohawk added the SMART uncoated brands to its list of acquisitions and became the exclusive marketer for Kromekote and Knightkote which are still manufactured by SMART.

Today Mohawk operates three mills (six paper machines) with over 175,000 tons capacity. The mills are served by two Converting Centers, which offer state-of-the-art cut-size, folio, roll converting, and packaging to paper distributors, paper mills, and OEMs.

Four distribution centers are strategically located to deliver superior service to the major printing markets in North America and a warehouse in the Netherlands was opened in 2009 to serve the growing European market. Today Mohawk papers are distributed in over 50 countries worldwide.

Mohawk is also known in the industry for its high environmental standards and sustainable practices. The mill offers sustainable paper choices certified by FSC and Green Seal, independent, nonprofit organizations dedicated to environmental standard setting, product certification, claims substantiation, and public education. In addition, Mohawk is one of the first major manufacturing companies to match 100% of its electricity with RECs from windpower projects.

You can read more about Mohawk and the history at www.mohawpaper.com.

Should Mohawk not be available in your region, any alternatives MUST be approved by your local brand team.

In certain regions Finch Fine is an approved alternative stock and is available in a variety of weights reflective of those specified for Mohawk. Please speak to your local paper merchant for availability.

Paper stock.

Paper

Mohawk Superfine.
Smooth.
Ultra White.

Weights

80 text (118 gsm)
100 text (148 gsm)
80 cover (270 gsm)
130 dtc (352 gsm)
160 dtc (432 gsm)

Usage table

Media	Paper stock	Weight	Additional finishes
Letterheads	Superfine	80 text / 118 gsm	None
Business cards	Superfine	160 dtc / 432 gsm	Matte laminate
Compliments slips	Superfine	80 text / 118 gsm	None
Fax cover sheets	Superfine	80 text / 118 gsm	None
Folders	Superfine	160 dtc / 432 gsm	Matte laminate
Envelopes	Superfine	80 text / 118 gsm	None
Menu covers	Superfine	160 dtc / 432 gsm	Matte laminate
Environment cards	Superfine	130 dtc / 352 gsm	Matte laminate
Guest directory pages	Superfine	80 cover / 270 gsm	Matte laminate
Key card holders	Superfine	80 cover / 270 gsm	Matte laminate
Water bottle tags	Superfine	130 dtc / 352 gsm	Matte laminate
Luggage tags	Superfine	100 text / 148 gsm	Matte laminate
Do not disturb signs	Superfine	130 dtc / 352 gsm	Matte laminate
Rack brochure	Superfine	100 text / 148 gsm	Matte laminate
Fact sheet	Superfine	100 text / 148 gsm	Matte laminate
In-room coasters	Superfine	160 dtc / 432 gsm	Matte laminate
Valet tickets	Superfine	130 dtc / 352 gsm	Matte laminate
In-room TV guide	Superfine	130 dtc / 352 gsm	Matte laminate
Laundry books	Superfine	80 text / 118 gsm	None
Laundry pockets	Superfine	80 cover / 352 gsm	Matte laminate

Important: When producing any hard wearing touchpoints, such as menu covers, it is essential that these pieces have a matte laminate finish applied to prolong their life and appearance of the print.

7. Collateral.

Contents.

7. Collateral

7.1	How we look
7.2	Construction guidance
7.3	Construction guidance
7.4	Collateral examples
7.5	Collateral examples
7.6	Collateral examples
7.7	Collateral examples
7.8	Letterhead
7.9	Fax cover sheet
7.10	Compliment slip
7.11	Business card
7.12	Envelopes
7.13	Envelopes
7.14	Envelopes
7.15	Sales kit folder
7.16	Notepad - for meeting room
7.17	Notepad - for telephone notes
7.18	Sales rack brochure - outer
7.19	Sales rack brochure - inner
7.20	Guest message card
7.21	Door hanger
7.22	In-room environment card (option 1)
7.23	In-room environment card (option 2)
7.24	Keycard holder
7.25	Keycards
7.26	Luggage tag
7.27	Valet tickets
7.28	In-room TV guide
7.29	Internet instructions wrap
7.30	In-room coasters
7.31	Employee cards
7.32	Laundry service sheets
7.33	Laundry service pocket
7.34	Fire evacuation plan
7.35	Restaurant / bar chalkboard
7.36	Restaurant menu inner cover / tab
7.37	Restaurant menu inners
7.38	Room service menu cover
7.39	Room service menu inside
7.40	Breakfast menu

Collateral.

How we look

Our design style helps us maintain a consistent and effective visual presence, this is key in reaching out to current and potential new customers.

Our brand is important to us. However, we recognize that we need to primarily communicate the Hotel Indigo experience. Our logo merely authenticates the experience and acts as a seal of approval.

Clean use of type, controlled spatial awareness, carefully chosen color palette and inspired photography work beautifully when used in harmony.



Collateral.

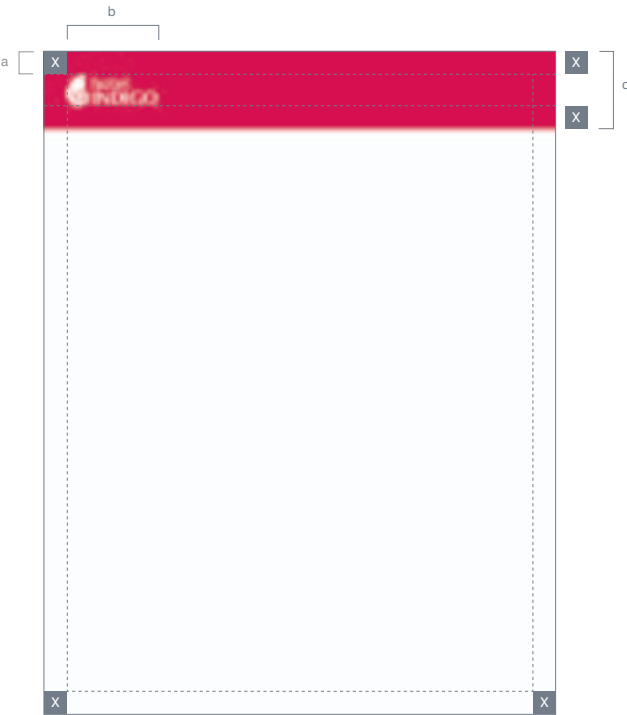
Construction guidance

The following pages show simple and clear guidelines on how to create all pieces of artwork. These construction guidelines provide a clear introduction on how the key elements are pieced together using rules that provide enough guidance and flexibility to work across all formats.

This blank US Letter format page (8.5in x 11in) shows how the core page structure is approached and how to begin your design.

- (a) The size of X is achieved by initially dividing your page width by 4.5%, the resulting measurement then dictates the size of the border (d) that all elements sit within.
- (b) The size of X then dictates the size of the Hotel Indigo logo used. The logo is scaled so that the width of the shell is equal to the width of X.
- The logo then sits top left within the border.
- (c) The brand color bar sits at the top of the document and is the full width of the page. The depth of this color bar is dictated by an X space above the Hotel Indigo logo and an X space below the Hotel Indigo logo, from the upper most point of the shell and the lower most point of the shell.

On any collateral pieces that require the use of large imagery (see advertising section page 9.2) then the Hotel Indigo logo sits over the image and the color bar becomes a thin strip across the top of the image, measuring 0.5 X in depth.



Collateral.




Construction guidance

The fact sheet example shown below provides a good example of how all key elements (branding, color bar, copy and images) are pieced together in one document using the base example on page 7.2.

- (a) X (4.5% of the page width) dictates the border for all elements to sit within.
- (b) Hotel Indigo logo sits top left within border.
- (c) Brand color bar, X height above and X below the shell within the logo.
- (d) Header copy (Swiss 721 BT Heavy -50 tracking) sits 1.5 X below the color bar. 34pt in size - format and length of copy will influence the size.
- (e) Sub header copy (Swiss 721 BT Bold) sits 1 X below the header text. 17pt in size - half the size of the header copy as a base rule.
- (f) Body copy (Swiss 721 BT Roman) sits 1 X below sub header text. 11pt in size - standard size for majority of body copy.
- (g) Callout copy (Swiss 721 BT Bold) sits 1.5 X below the body copy. 23pt in size - The header copy size, minus body copy size dictates this copy size.
- (h) Imagery - in this case hotel specific image sits 2/3rds the width of the page, two neighborhood specific shots sit to the right. Images sit 2 X below the callout copy, maximum height of images 10 X.

Color usage

Pantone and CMYK variants:

	158c / c-0 m-65 y-95 k-0
	432c / c-65 m-43 y-26 k-78
	50% 432c / c-33 m-22 y-13 k-39



Collateral.

Examples



Collateral.

Examples



Collateral.

Examples



Collateral.

Examples



Laundry.

Dist extension 00000 for collection, _____

Name _____

To be collected provide dist. info: ☐ **Dist.** _____ **Class** _____

Times _____

Frequency _____

Unit of measure _____

Laundry

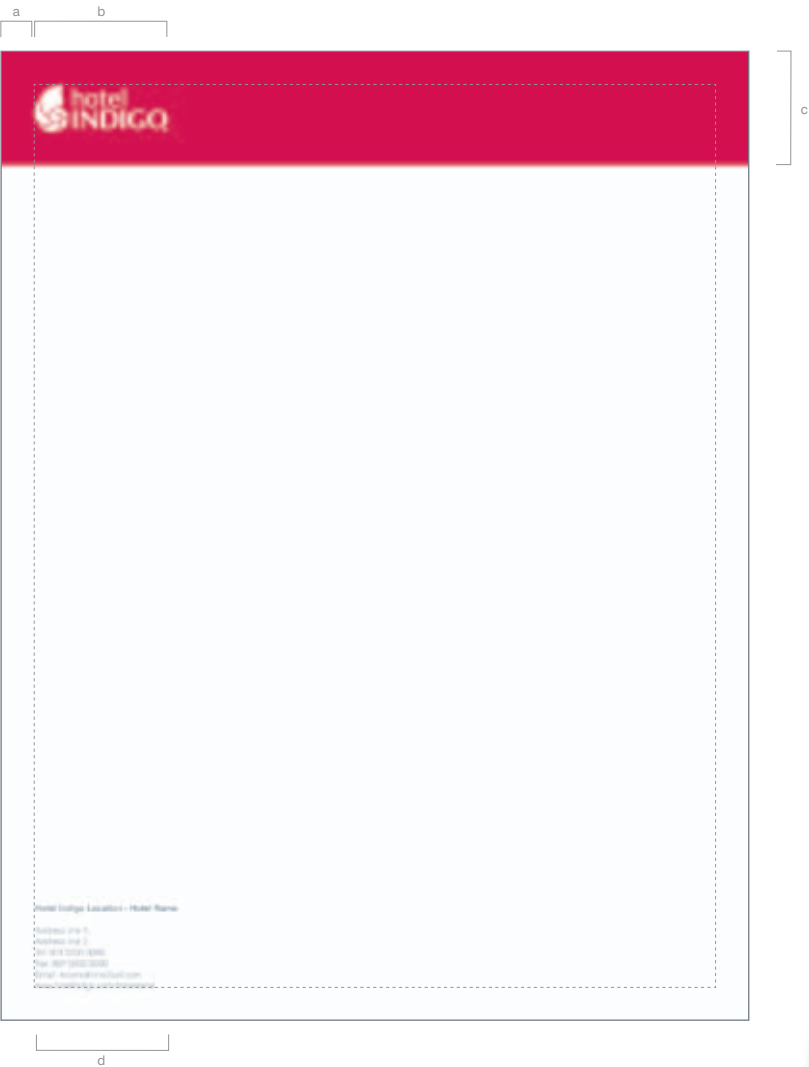
Subcategory	Quantity	Rate	Dry cleaning		Other service		Service on schedule	
			Garment	Price	Item	Price	Item	Price
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
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Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (short)	1	\$0.10	Suit (2-piece)	1	\$1.00	Suit (2-piece)	1	\$1.00
Top (sweat)	1	\$0.10	Suit (2-piece)</					

Collateral.

Letterhead



US letter (8.5in x 11in) / Metric A4 (210mm x 297mm) example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Hotel specific copy sits bottom left within the border.
Hotel name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.



Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	432c / c-65 m-43 y-26 k-78x



Collateral.



Fax cover sheet

US letter (8.5in x 11in) / Metric A4 (210mm x 297mm) example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Hotel specific copy sits bottom left within the border.
Hotel name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

-  Black / c-0 m-0 y-0 k-100
-  50% Black / c-0 m-0 y-0 k-50



The diagram illustrates the layout of a fax cover sheet. It features a black header bar at the top with the 'hotel INDIGO' logo on the left. Below the header, the word 'Fax.' is prominently displayed. The main body of the sheet contains several horizontal lines for the following fields: 'To:', 'From:', 'Date:', 'Number of pages:', and 'Message:'. At the bottom left, there is a section for 'Hotel Indigo Location - Hotel Name' followed by lines for 'Address line 1', 'Address line 2', 'Tel: (XXX) XXX-XXXX', 'Fax: (XXX) XXX-XXXX', 'Email: email@hotel.com', and 'www.hotel.com'. Dimension lines are used to specify the layout: 'a' and 'b' define the width of the header bar, 'c' defines the height of the header bar, and another 'c' defines the width of the footer section.



Collateral.

Compliments slip

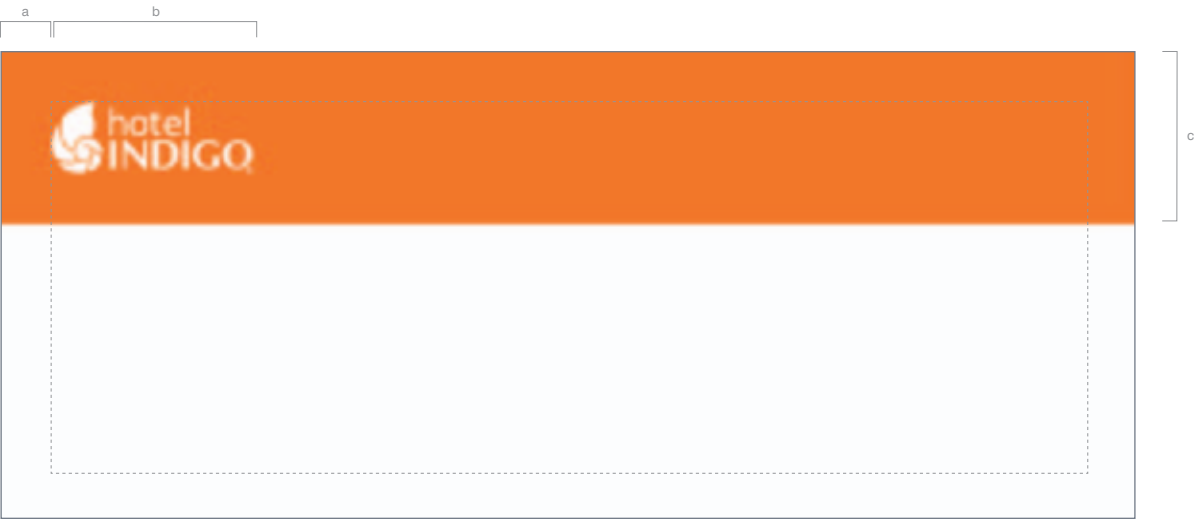
US (8.5in x 3.5in) / Metric (210mm x 99mm) example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.

Color usage

Pantone and CMYK variants:

 158c / c-0 m-65 y-95 k-0



Collateral.





Business card

US (2in x 3.5in) / Metric (55mm x 85mm) double sided. Example, not to 100%.

- (a) The border is 1 X in size, same as that used on the letterhead due to the business card format (see page 7.2 for achieving this measurement).
- (b) The logo is the standard business card size (see our logo section page 1.7).
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Cardholder name and title sits centrally within the vertical space.
Name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.
- (e) Hotel specific copy sits bottom left within the border.
Hotel name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.
- (f) Color band continues onto back and is 0.5 X in depth.
- (g) Image reflects the neighborhood of the hotel. All imagery used must be sourced independently and must be relevant to your hotel's neighborhood.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	158c / c-0 m-65 y-95 k-0
	3272c / c-99 m-0 y-55 k-0
	432c / c-65 m-43 y-26 k-78



Collateral.



Envelopes

US (9.5in x 4.125in) / Metric DL (220mm x 110mm) example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Hotel specific copy sits bottom left within the border on the reverse of the envelope and is 2 X from adjacent sides to clear the folds.
Hotel name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	432c / c-65 m-43 y-26 k-78



Collateral.

Envelopes

US (11.5in x 8.75in) / Metric C4 (229mm x 324mm) example, not to 100%.

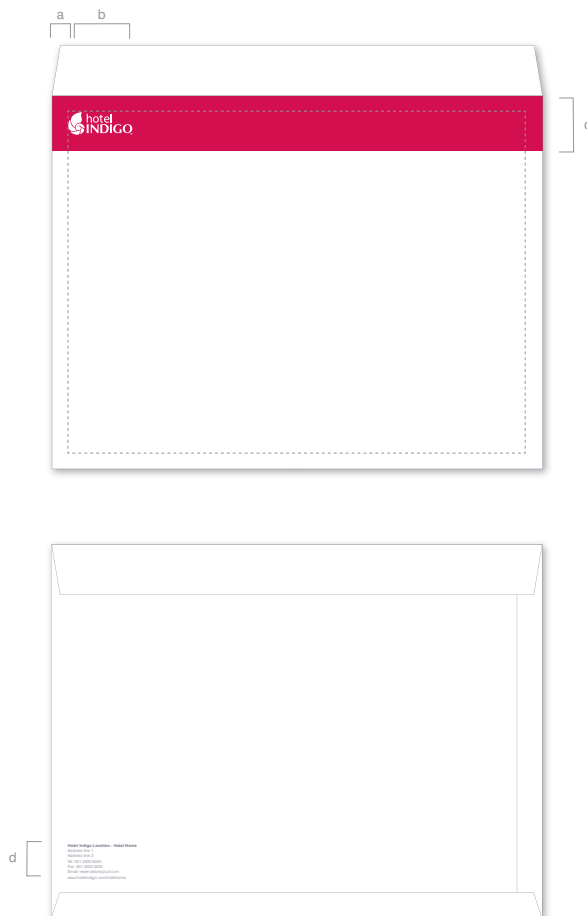
- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Hotel specific copy sits bottom left within the border on the reverse of the envelope and is 2 X from adjacent sides to clear the folds.
Hotel name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

 1935c / c-1 m-100 y-51 k-10

 432c / c-65 m-43 y-26 k-78



Collateral.



Envelopes

US (5.32in x 5.32in) / Metric (138mm x 138mm) example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Hotel specific copy sits bottom left within the border on the reverse of the envelope and is 2 X from adjacent sides to clear the folds.
Hotel name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	432c / c-65 m-43 y-26 k-78



Collateral.

Sales kit folder

For all sales related items. Oversized US letter / Metric oversized A3.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) The chosen color fills the folder to create a strong generic brand presence.
- (d) Hotel specific copy sits bottom left within the border.
Hotel name - Swiss 721 BT Heavy -50 tracking.
This copy is optional.
- (e) Hotel specific copy sits bottom left within the border.
Hotel name - Swiss 721 BT Bold. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.
- (f) Generic slots to hold both US and Metric format business cards.

Color usage

Pantone and CMYK variants:

 158c / c-0 m-65 y-95 k-0

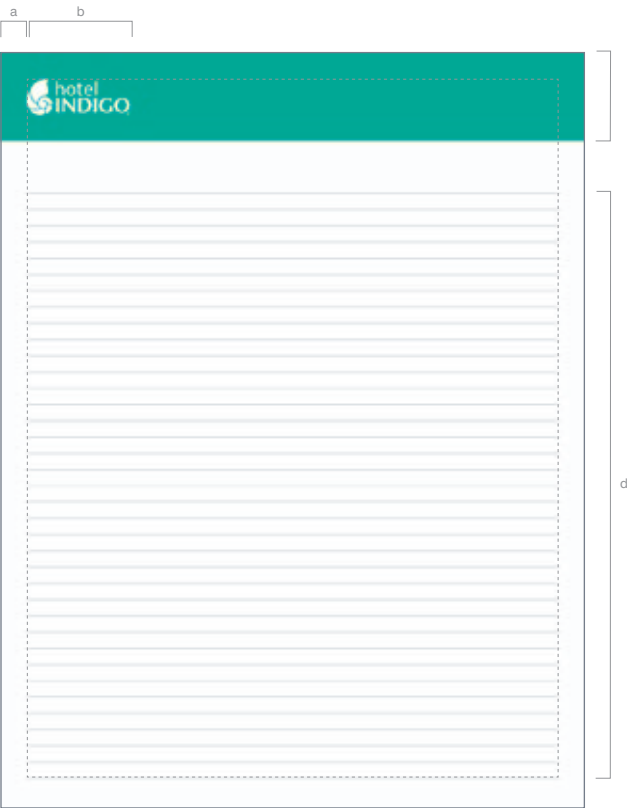


Collateral.

Notepad - for meeting room



US letter (8.5in x 11in) / Metric A4 (210mm x 297mm) example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Lines sit 2 X below the color bar and sit within the border, 0.5pt in thickness.



Color usage

Pantone and CMYK variants:

	3272c / c-99 m-0 y-55 k-0
	50% 432c / c-33 m-22 y-13 k-39



Collateral.

Notepad - for telephone notes

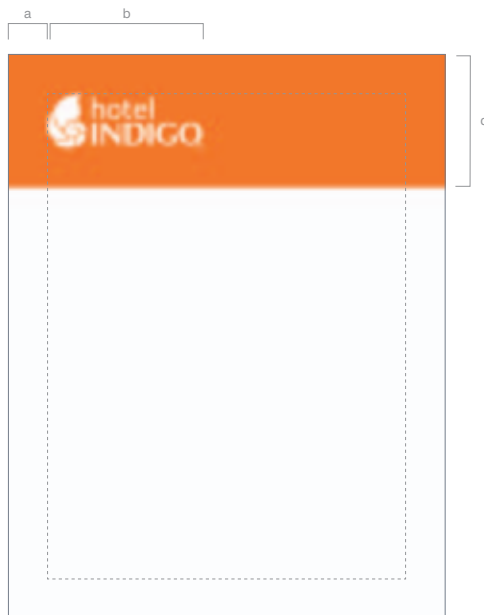
Quarter US letter (4.25in x 5.5in) / Metric A6 (105mm x 148.5mm) example, not to 100%.

- ((a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.

Color usage

Pantone and CMYK variants:

 158c / c-0 m-65 y-95 k-0



Collateral.

Sales rack brochure - outer




US letter (8.5in x 5.5in) / Metric A4 (297mm x 210mm) roll fold example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 0.5 X.
- (d) Image reflects the neighborhood of the hotel. All imagery used must be sourced independently and must be relevant to your hotel's neighborhood.
- (e) Tone of voice sits bottom left within the border.
Swiss 721 BT Heavy -50 tracking.
- (f) Back panel continues the color theme in full and houses map and address.
Header - Swiss 721 BT Heavy -50 tracking. Hotel name - Swiss 721 BT Bold.
Copy - Swiss 721 BT Roman. All copy has auto leading, set to 120% as standard.

See page 7.19 for copy page specs.

Color usage

Pantone and CMYK variants:

	158c / c-0 m-65 y-95 k-0
	432c / c-65 m-43 y-26 k-78
	50% 432c / c-33 m-22 y-13 k-39



Collateral.

Sales rack brochure - inner




US letter (8.5in x 5.5in) / Metric A4 (297mm x 210mm) roll fold example, not to 100%.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) Brand color bar sits full width, the depth is 0.5 X.
- (c) Content copy sits within the border and sits 1 X from the color bar.
Header - Swiss 721 BT Heavy -50 tracking.
Sub headers and bold callout copy - Swiss 721 BT Bold.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

See page 7.3 for more information on type formats, spacing and layout.
- (d) Hotel imagery consists of large hotel specific shot across 2 pages, not deeper than 50% of the page height. Two stacked neighborhood and exterior shots take up the remaining space.

Color usage

Pantone and CMYK variants:

	158c / c-0 m-65 y-95 k-0
	432c / c-65 m-43 y-26 k-78
	50% 432c / c-33 m-22 y-13 k-39



Collateral.



Guest message card

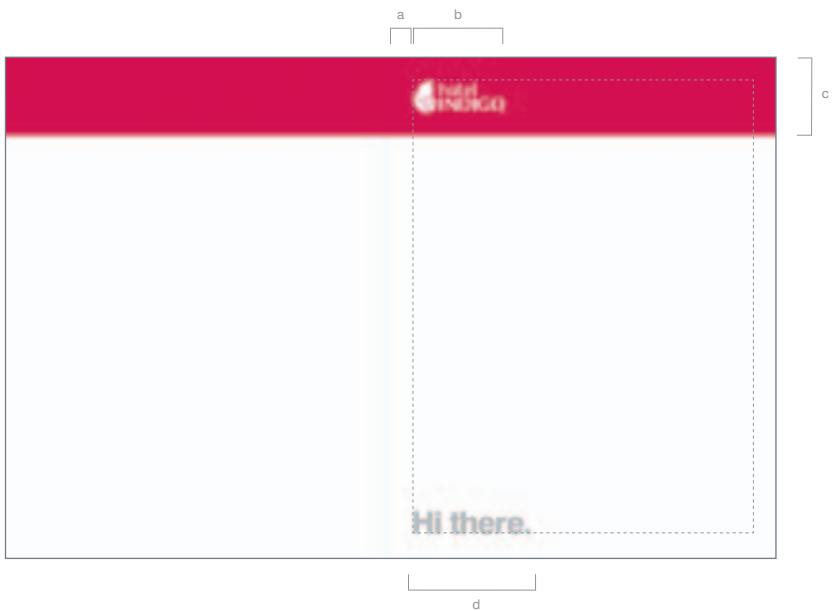
Half US letter format (8.5in x 5.5in) / Metric A5 (210mm x 148.5mm) folded to 4.25in x 5.5in / 105mm x 148.5mm. Optional item.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Tone of voice sits bottom left within the border.
Swiss 721 BT Heavy -50 tracking.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	50% 432c / c-33 m-22 y-13 k-39



Collateral.

Door hanger

3.84in x 9.6in / 100mm x 250mm double sided door hanger.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Hotel specific tone of voice copy sits bottom left within the border.
Swiss 721 BT Bold.
All copy has auto leading, set to 120% as standard.
- (d) Brand color bar sits full width, the depth is 0.5 X.
- (e) Images specific to content. One side reflective of the neighborhood, the other to represent sleep and relaxation.

Color usage

Pantone and CMYK variants:

 3272c / c-99 m-0 y-55 k-0

 158c / c-0 m-65 y-95 k-0



Collateral.

In-room environmental card (option 1)

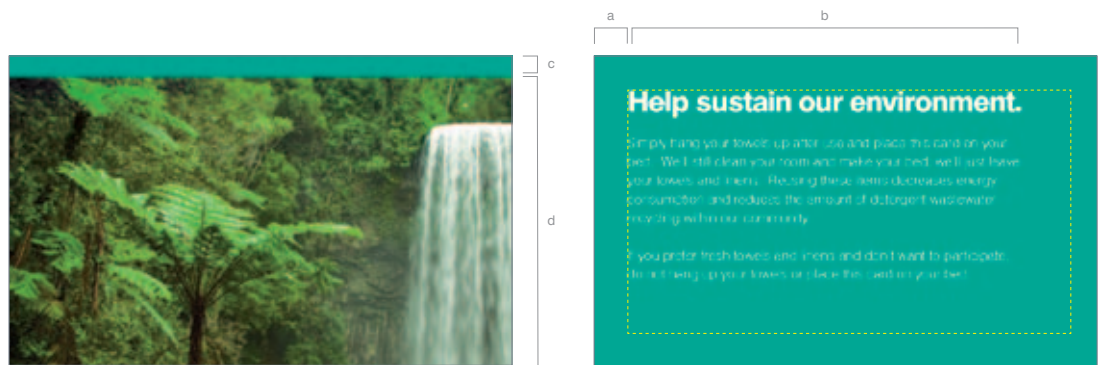
Half US letter format (8.5in x 5.5in) / Metric A5 (210mm x 148.5mm) double sided.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) Item specific copy sits top left within the border.
Header - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Image reflects the content, in this case an environmental theme but continuing the visual style with rich tones and a point of interest.

Color usage

Pantone and CMYK variants:

3272c / c-99 m-0 y-55 k-0



Collateral.

In-room environmental card (option 2)

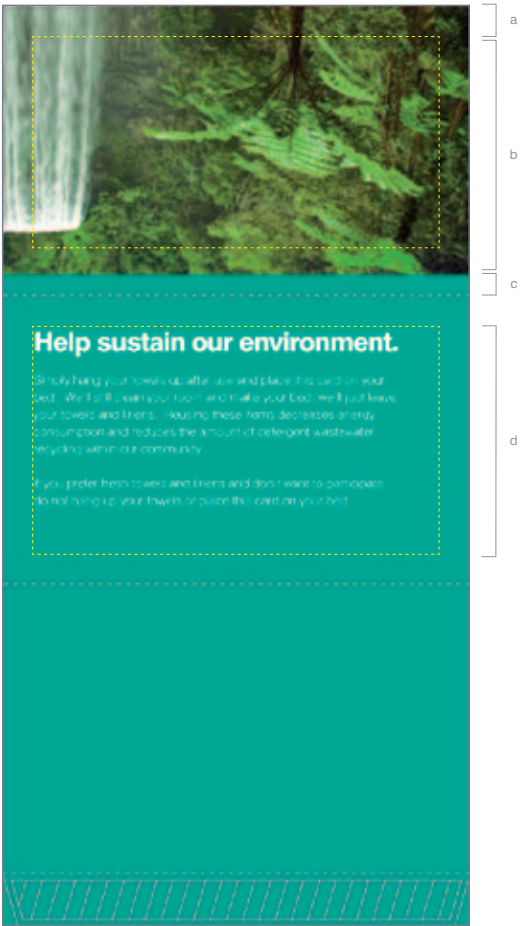
Folded tent card (4.04in x 2.5in / 105mm x 65mm) folded.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) Image reflects the content, in this case an environmental theme but continuing the visual style with rich tones and a point of interest.
- (c) Brand color bar sits full width, and is 0.5X in depth.
- (d) Item specific copy sits top left within the border.
Header - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

 3272c / c-99 m-0 y-55 k-0

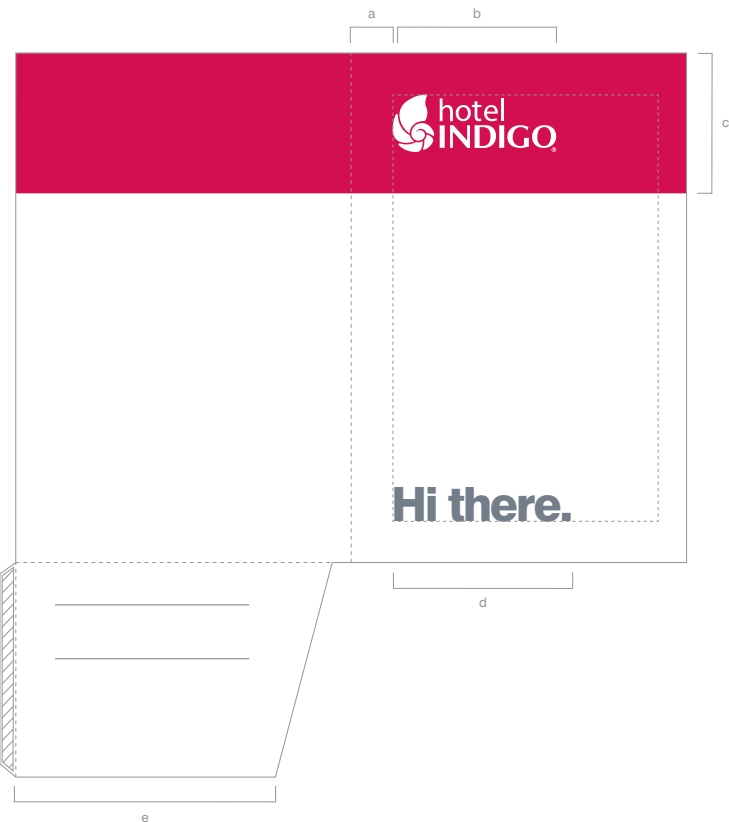


Collateral.

Keycard holder



5.037in x 5.315in / 128mm x 135mm, folded to 4.92in x 3.74in / 62.5mm x 95mm.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Tone of voice sits bottom left within the border.
Swiss 721 BT Heavy -50 tracking.
- (e) Lines on inner flap for handwritten details such as room number.



Color usage

Pantone and CMYK variants:

-  1935c / c-1 m-100 y-51 k-10
-  50% 432c / c-33 m-22 y-13 k-39



Collateral.

Keycards




2.126in x 3.346in / 54mm x 85mm (card size will vary per hotel and region).

- (a) The border is 1 X in size, same as that used on the business card due to the similar size format (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color fills the card with a choice between the three core colors.
- (d) Hotel specific tone of voice copy sits bottom left within the border. Swiss 721 BT Bold.
- (e) Small card direction arrow icon sits bottom right within the border.

Please note the backs are plain white to create a clean and simple piece.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	158c / c-0 m-65 y-95 k-0
	3272c / c-99 m-0 y-55 k-0



Collateral.



Luggage tag

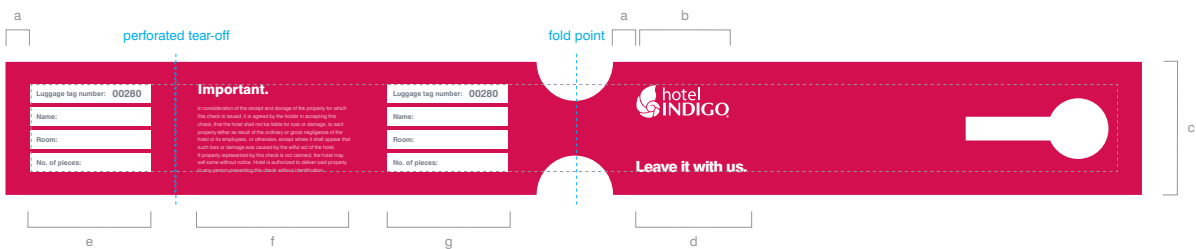
18.46in x 2.162in / 478mm x 56mm folded and perforated luggage tag.

- (a) The border is 1 X in size, size of which is taken from the business card size (see page 7.11).
- (b) The logo is scaled so that the shell is equal to 1 X in width. Size to be taken from the business card size (see page 7.11).
- (c) Brand color fills the item.
- (d) Hotel specific tone of voice copy sits bottom left within the border.
Swiss 721 BT Heavy -50 tracking.
- (e) Information specific boxes sit within the border.
All header titles - Swiss 721 BT Bold.
- (f) Hotel specific copy sits bottom left within the border, 1 X from the tear off perforation line.
Header copy - Swiss 721 BT Heavy. Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.
- (g) Information specific boxes sit within the border and 1X from the edge of the curved fold point section.
All header titles - Swiss 721 BT Bold.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	432c / c-65 m-43 y-26 k-78



Collateral.



Valet tickets

Large tickets, 2.755in x 3.937in / 71mm x 102.4mm, small ticket 1.968in x 3.149in / 51.2mm x 81.9mm. Optional item.

- (a) The border is 1 X in size, same as that used on the business card due to the similar size format (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell, from below the cut-out.
- (d) Item specific copy sits bottom left within the border.
Swiss 721 BT Bold.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	50% 432c / c-33 m-22 y-13 k-39



Collateral.

In-room TV guide

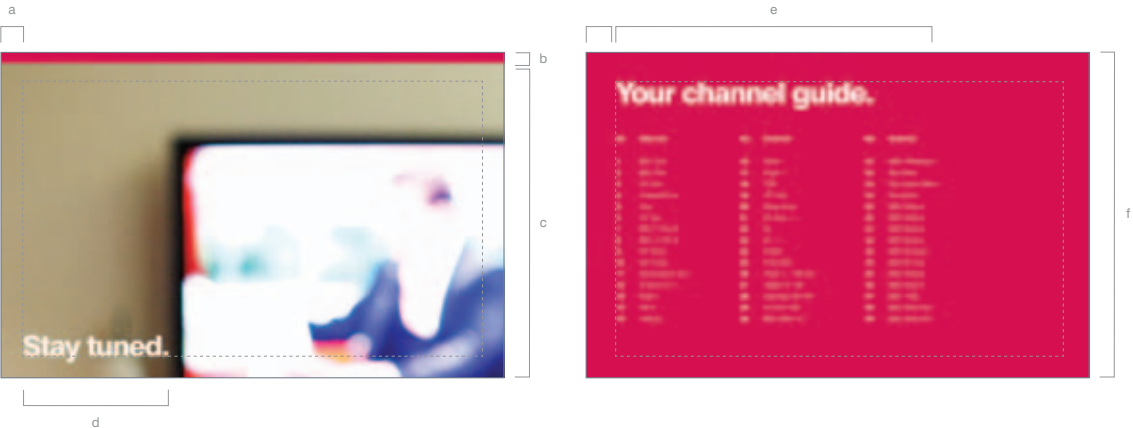
US half letter format (8.5in x 5.5in) / Metric A5 (210mm x 148.5mm), double sided.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) Brand color bar sits full width 0.5 X in depth.
- (c) Image reflects the content, in this case a TV based theme but continuing the visual style with rich tones and a point of interest.
- (d) Item specific tone of voice copy sits bottom left within the border.
- (e) Item specific copy sits top left within the border.
Header - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.
- (f) Brand color fills full reverse.

Color usage

Pantone and CMYK variants:

 1935c / c-1 m-100 y-51 k-10



Collateral.


Internet instructions wrap

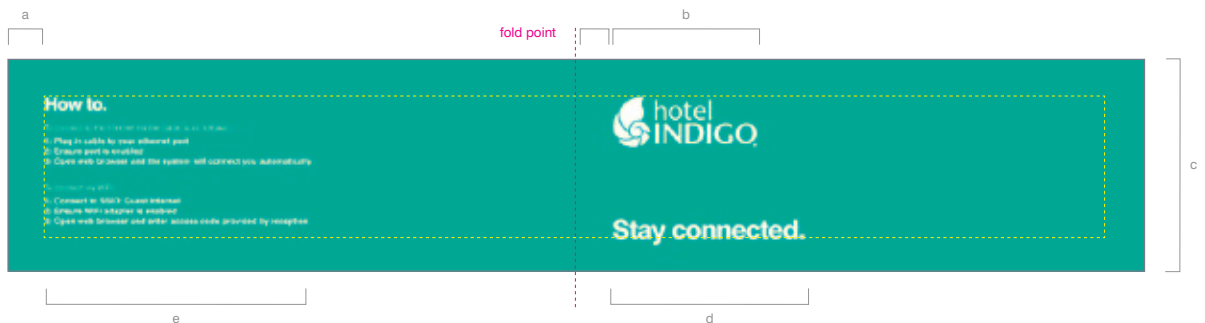
Folded and glued wrap (9.53in x 1.8in / 248mm x 46.8mm).

- (a) The border is 1 X in size, size of which is taken from the business card size (see page 7.11).
- (b) The logo is scaled so that the shell is equal to 1 X in width. Size to be taken from the business card size (see page 7.11).
- (c) Brand color fills the item.
- (d) Item specific tone of voice copy sits bottom left within the border on the front. Swiss 721 BT Heavy -50 tracking.
- (e) Item specific copy sits top left within the border on the back.
Header copy - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman. Bold copy - Swiss 721 BT Bold.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

 3272c / c-99 m-0 y-55 k-0



Collateral.

In-room coasters

US 3.86in x3.85in / Metric 100mm x 100mm coasters. Color options available.
This item is optional.

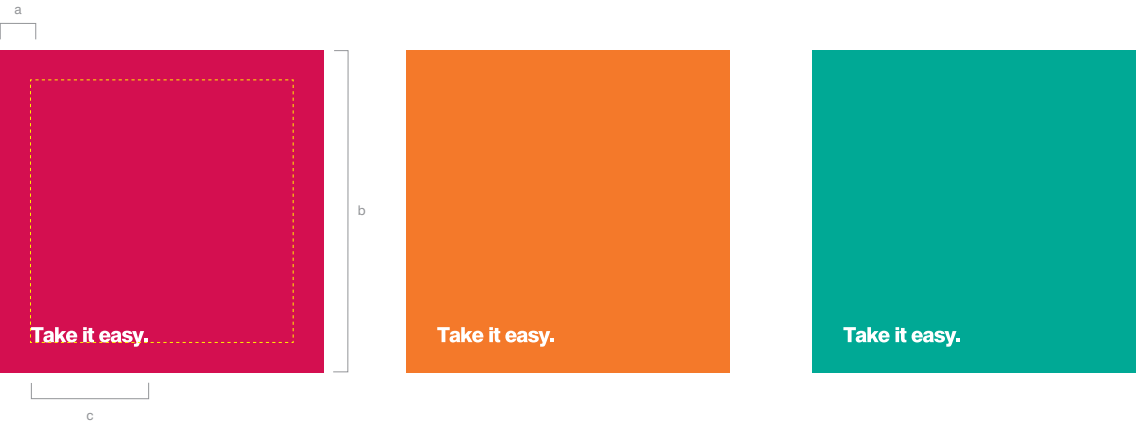
- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) Brand color fills the piece from one of the three core colors.
- (c) Item specific tone of voice copy sits bottom left within the border.

A plain white option can also be used.

Color usage

Pantone and CMYK variants:

- 1935c / c-1 m-100 y-51 k-10
- 158c / c-0 m-65 y-95 k-0
- 3272c / c-99 m-0 y-55 k-0



Collateral.





Employee cards

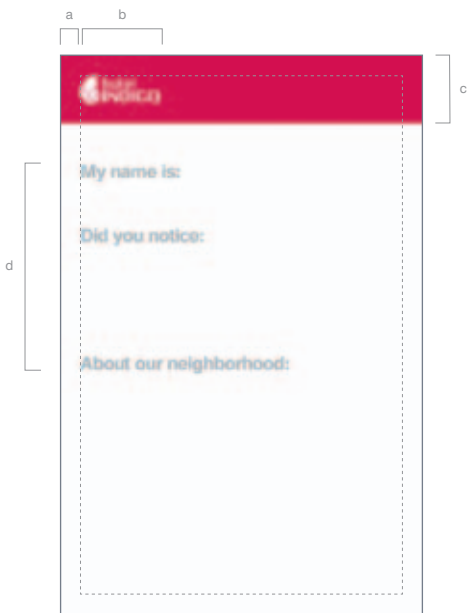
US quarter letter format (4.25in x 5.5in) / Metric A6 (148.5mm x 105mm), single sided.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Item specific copy sits 2 X below the color bar.
Headers - Swiss 721 BT Heavy -50 tracking.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	158c / c-0 m-65 y-95 k-0
	3272c / c-99 m-0 y-55 k-0
	50% 432c / c-33 m-22 y-13 k-39



Collateral.

Laundry service sheets

US letter (8.5in x 11in) / Metric A4 (210mm x 297mm). Color or black and white options available. Printed as carbon repeat books to sit within laundry pocket (opposite).

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) Brand color bar sits full width 0.5 X in depth.
- (c) Item specific copy sits top left within the border and extremities sit within the border with the exception of the header bars that bleed off the sides.
Header - Swiss 721 BT Heavy -50 tracking.
Sub header - Swiss 721 BT Bold.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

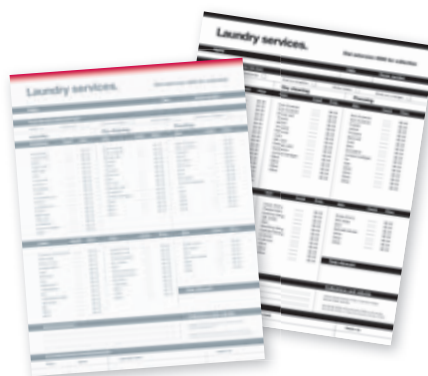
Color usage

Pantone and CMYK variants:

1935c / c-1 m-100 y-51 k-10

432c / c-65 m-43 y-26 k-78

50% 432c / c-33 m-22 y-13 k-39

[illegible]

Collateral.

Laundry service pocket

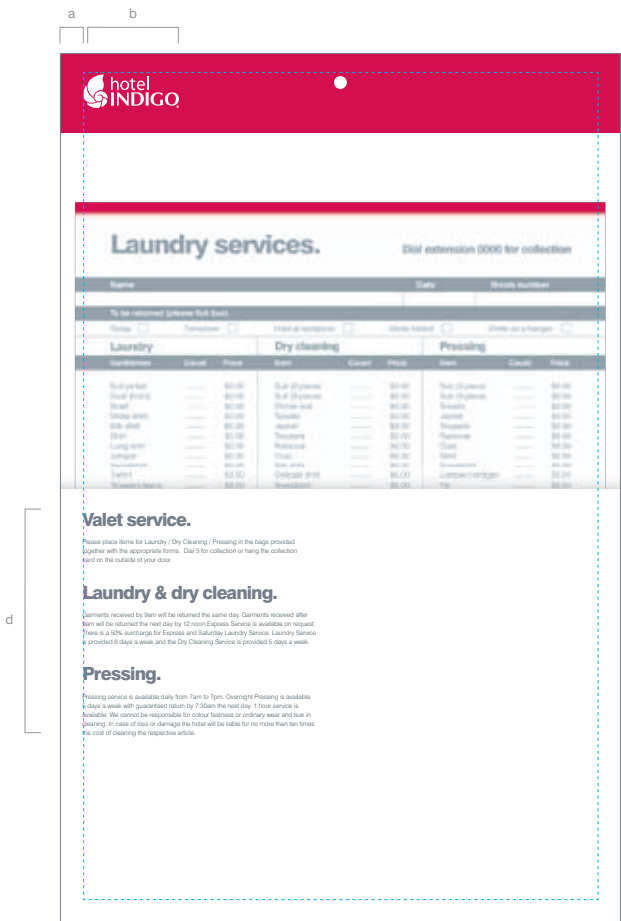
9in x 13in hanging laundry pocket (to comfortably fit US letter and Metric A4 format laundry books).

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Content copy sits top left within the border on the visible pouch area.
Header - Swiss 721 BT Heavy -50 tracking.
Sub header - Swiss 721 BT Bold.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

- 1935c / c-1 m-100 y-51 k-10
- 432c / c-65 m-43 y-26 k-78
- 50% 432c / c-33 m-22 y-13 k-39



Collateral.





Fire evacuation plan

Size and diagram would vary per hotel. Content shown is for illustrative purposes only.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Floor plan diagram to be sourced by the hotel.
Example shown purely for illustration purposes only.
- (e) Content copy sits bottom left within the border on the visible pouch area.
Header - Swiss 721 BT Heavy -50 tracking.
Sub header - Swiss 721 BT Bold.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	158c / c-0 m-65 y-95 k-0
	432c / c-65 m-43 y-26 k-78
	50% 432c / c-33 m-22 y-13 k-39



Menus.




Restaurant / bar chalkboard

Restaurant and/or bar chalkboards. Size and style will vary per hotel.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo is scaled so that the shell is equal to 1 X in width.
- (c) Brand color bar sits full width, the depth is 1 X above and below the shell.
- (d) Tone of voice copy sits bottom left within the border.
Swiss 721 BT Heavy -50 tracking.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	158c / c-0 m-65 y-95 k-0
	3272c / c-99 m-0 y-55 k-0



Header Style.





Restaurant menu inner cover / tab

Bespoke fabric, board and pvc generic outer folder (to be sourced from IHG) with screw bound inner pages, available in 3 colors.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo sits in the top left of the border.
- (c) Brand color bar sits full width, the depth is 0.5 X.
- (d) Image reflects the content, showing and intriguing food image to set the tone.
- (e) Introductory copy sits on the first tab section.
Swiss 721 BT Bold.
All copy has auto leading, set to 120% as standard.
- (f) Tab copy to introduce each section. Color of the tab pages must alternate between the three core colors and not all be the same.
Swiss 721 BT Heavy -50 tracking.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	158c / c-0 m-65 y-95 k-0
	3272c / c-99 m-0 y-55 k-0
	432c / c-65 m-43 y-26 k-78
	50% 432c / c-33 m-22 y-13 k-39



Header Style.






Restaurant menu inners

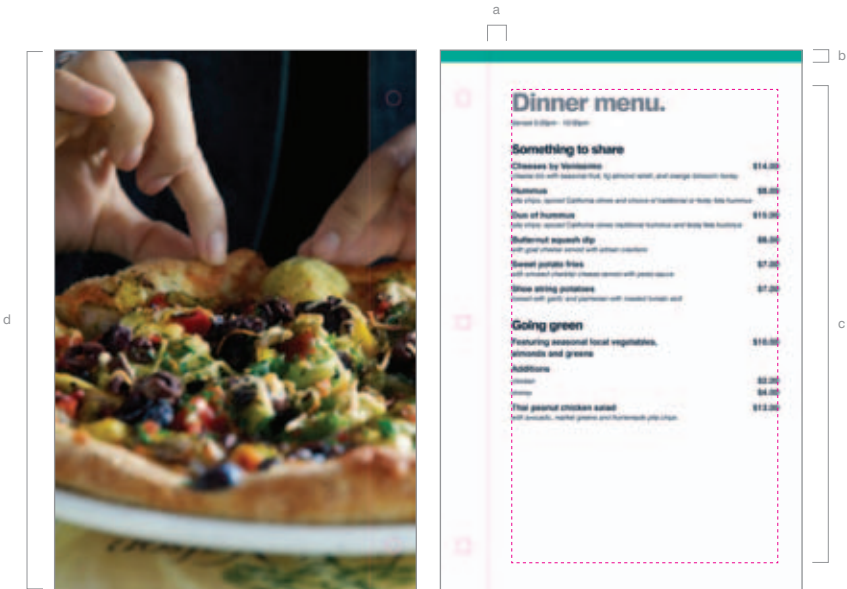
Inner pages 6in x 9in / 152.5mm x 228.6mm.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) Brand color bar sits full width, the depth is 0.5 X.
- (c) All menu copy sits within the border.
Header - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman.
Menu items and prices - Swiss 721 BT Bold.
Menu item sub descriptions - Swiss 721 BT Roman Italic.
Please note this italic style is only for use on menus, not anywhere else.
All copy has auto leading, set to 120% as standard.
- (d) Image reflects the content, showing and intriguing food image to set the tone.
An image always follows on the back of the tab page to lead into the section.
Imagery must be self sourced although some generic shots will be available.

Color usage

Pantone and CMYK variants:

	1935c / c-1 m-100 y-51 k-10
	158c / c-0 m-65 y-95 k-0
	3272c / c-99 m-0 y-55 k-0
	432c / c-65 m-43 y-26 k-78
	50% 432c / c-33 m-22 y-13 k-39



Menus.

Room service menu cover

Double sided gatefold US tabloid format (17in x 11in) / Metric A3 (420mm x 297mm).
Separate menus should be used for breakfast, dinner and all day offerings.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement) which would be taken from the overall sheet size.
- (b) The restaurant specific logo sits top left within the border.
- (c) Brand color bar sits full width, the depth is 0.5 X.
- (d) Image reflects the food theme. This image is available for generic menu use.
- (e) Tone of voice sits bottom left within the border.
Swiss 721 BT Heavy -50 tracking.
- (f) Back panel continues the color theme in full with locally sourced produce copy taking up 2/3rds of the panel width.
Header - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.
- (g) Hotel specific copy sits bottom left within the border.
Hotel name - Swiss 721 BT Bold.
Copy - Swiss 721 BT Roman.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

 158c / c-0 m-65 y-95 k-0



Menus.

Room service menu inside

Double sided gatefold US tabloid format (17in x 11in) / Metric A3 (420mm x 297mm).
Separate menus should be used for breakfast, dinner and all day offerings.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement) which would be taken from the overall sheet size.
- (b) Brand color bar sits full width, the depth is 0.5 X.
- (c) Images reflect each food section and are available for generic use.
- (d) All menu copy sits within the border.
Header - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman.
Menu items and prices - Swiss 721 BT Bold.
Menu item sub descriptions - Swiss 721 BT Roman Italic.
Please note this italic style is only for use on menus, not anywhere else.
All copy has auto leading, set to 120% as standard.
- (e) Any food warnings or additional pieces of information sit at the foot of the relevant panel, smaller than the menu copy.
Copy - Swiss 721 BT Roman.

Color usage

Pantone and CMYK variants:

- 158c / c-0 m-65 y-95 k-0
- 3432c / c-65 m-43 y-26 k-78
- 50% 432c / c-33 m-22 y-13 k-39



Menus.

Breakfast menu

4.25in x 11in / 105mm x 297mm single sided insert menu.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement) which would be taken from the overall sheet size.
- (b) Brand color bar sits full width, the depth is 0.5 X.
- (c) Images reflect each food section and are available for generic use.
- (d) All menu copy sits within the border.
Header - Swiss 721 BT Heavy -50 tracking.
Copy - Swiss 721 BT Roman.
Menu items and prices - Swiss 721 BT Bold.
Menu item sub descriptions - Swiss 721 BT Roman Italic.
Please note this italic style is only for use on menus, not anywhere else.
All copy has auto leading, set to 120% as standard.

Color usage

Pantone and CMYK variants:

- 158c / c-0 m-65 y-95 k-0
- 432c / c-65 m-43 y-26 k-78
- 50% 432c / c-33 m-22 y-13 k-39



8. Advertising.

Contents.

8. Advertising

- 8.1 Out there
- 8.2 Single page
- 8.3 Double page
- 8.4 Half page
- 8.5 Online medium rectangular banner
- 8.6 Online leaderboard banner
- 8.7 Online skyscraper banner

Advertising.

Out there

Our advertising acts as an extension of our hotels and the neighborhoods, capturing that special Hotel Indigo spirit and style. The tone of voice, photography and simple use of design elements including space provide us with a platform for communications that is pure Hotel Indigo.

As with our branding and collateral, our advertising has specific guidelines to follow in order to achieve a consistent brand presence across all media.





Advertising.

Single page

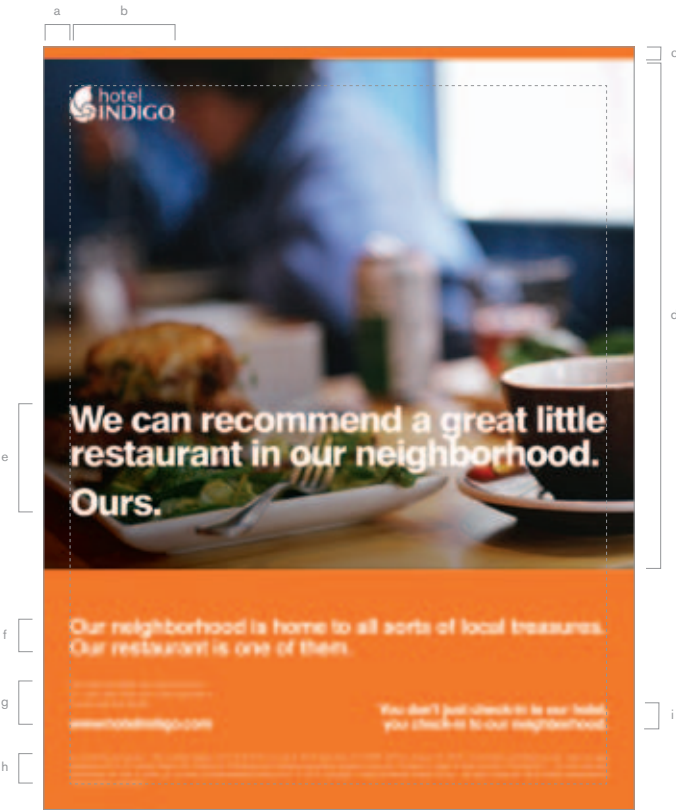
Not all elements shown are necessary but to demonstrate a base layout.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo sits in the top left within the border.
- (c) Brand color bar sits full width, the depth is 0.5 X.
- (d) Image must be specific to the ad content, in this case food based.
- (e) Header copy sits 2 X above the color information section.
Swiss 721 BT Heavy -50 tracking.
- (f) Sub header copy sits 2X below the upper edge of the color information section.
Swiss 721 BT Bold.
- (g) Call to action copy sits 1X below the sub header copy.
Swiss 721 BT Roman. Swiss 721 BT Bold.
- (h) Terms and conditions (optional) sit at the foot of the page within the border.
Swiss 721 BT Roman.
- (i) Neighborhood tag line sits opposite call to action on the same baseline.
Swiss 721 BT Heavy.
- (j) Color information section depth is dictated by content. Upper edge should be 2X above all content.

Color usage

Pantone and CMYK variants:

 158c / c-0 m-65 y-95 k-0



Advertising.

Double page

The double page version shows how to maximize the use of color, imagery and content.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo sits in the top left within the border.
- (c) Brand color bar sits full width, the depth is 0.5 X.
- (d) Image must be specific to the ad content, in this case dog walking.
- (e) Header copy. Header, sub and body copy all sit centrally within the vertical space.
Swiss 721 BT Heavy -50 tracking.
- (f) Sub header copy sits 1X below the header copy.
Swiss 721 BT Bold.
- (g) Body copy sits 2X below the sub header copy.
Swiss 721 BT Roman.
- (h) Call to action copy sits 1X above the terms & conditions copy.
Swiss 721 BT Roman. Swiss 721 BT Bold.
- (i) Terms and conditions (optional) sit at the foot of the page within the border.
Swiss 721 BT Roman.
- (j) Neighborhood tag line sits opposite terms & conditions on the same baseline.
- (k) Color information section fills the full second page to balance with the imagery.

Color usage

Pantone and CMYK variants:

3272c / c-99 m-0 y-55 k-0



Advertising.

Half page

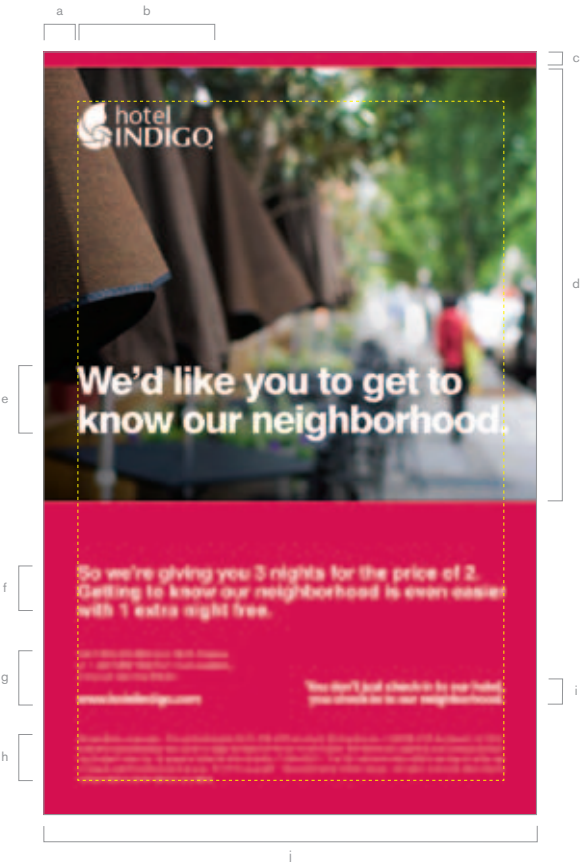
Not all elements shown are necessary but to demonstrate a base layout.

- (a) The border is 1 X in size (see page 7.2 for achieving this measurement).
- (b) The logo sits in the top left within the border.
- (c) Brand color bar sits full width, the depth is 0.5 X.
- (d) Image must be specific to the ad content, in this case food based.
- (e) Header copy sits 2 X above the color information section.
Swiss 721 BT Heavy -50 tracking.
- (f) Sub header copy sits 2X below the upper edge of the color information section.
Swiss 721 BT Bold.
- (g) Call to action copy sits 1X below the sub header copy.
Swiss 721 BT Roman. Swiss 721 BT Bold.
- (h) Terms and conditions sit at the foot of the page within the border.
Swiss 721 BT Roman.
- (i) Neighborhood tag line sits opposite call to action on the same baseline.
Swiss 721 BT Heavy.
- (j) Color information section depth is dictated by content. Upper edge should be 2X above all content.

Color usage

Pantone and CMYK variants:

1935c / c-1 m-100 y-51 k-10



Advertising.

Online medium rectangular banner

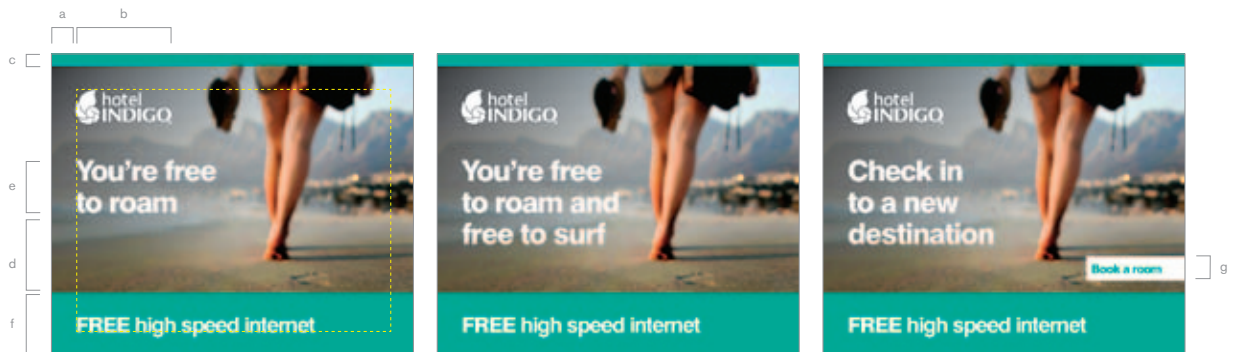
300 pixels x 250 pixels 3 stage animated gif, RGB colors. For web banners we use a standard border and logo size.

- (a) The border is 20 pixels wide.
- (b) The logo (79 pixels wide) sits top left within the border.
- (c) Brand color bar sits full width and 0.5 X in depth.
- (d) Image must be specific to the ad content, in this case holiday break based.
- (e) Header copy sits 1.5 X below the logo, left aligned with the border.
Swiss 721 BT Heavy -50 tracking.
- (f) Color information section is created to fit relevant information, the height of this is 1X above the copy.
Swiss 721 BT Heavy -50 Bold.
- (g) Call to action button sits within the border, bottom right and 0.5 X above the color information section.
Swiss 721 BT Heavy -50 tracking.

Color usage

Pantone and RGB variants:

 3272c / r-0 g-165 b-153



Advertising.

Online leaderboard banner

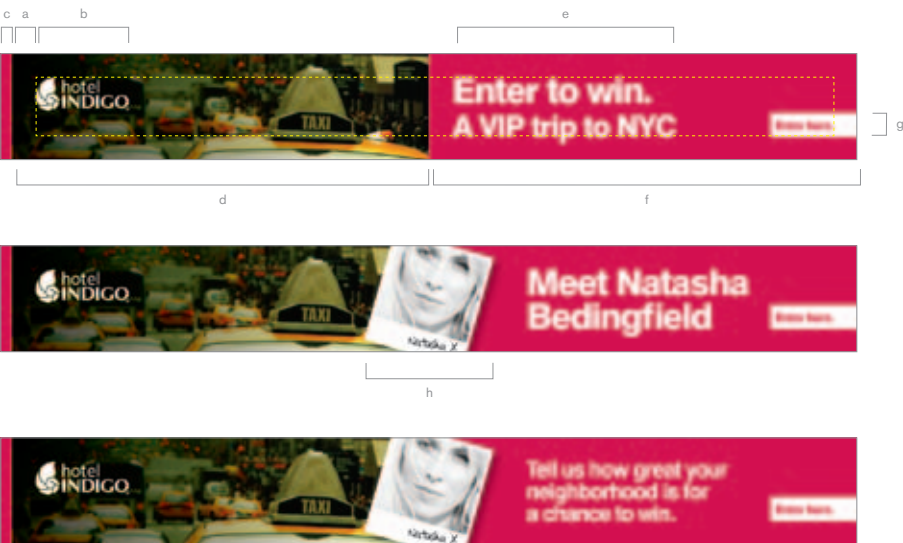
728 pixels x 90 pixels 3 stage animated gif, RGB colors.

- (a) The border is 20 pixels wide.
- (b) The logo (79 pixels wide) sits top left within the border.
- (c) Brand color bar sits far left and full height, 0.5 X in width.
- (d) Image must be specific to the ad content, in this case New York based.
- (e) Header copy sits left aligned within the border in the color information section. Swiss 721 BT Heavy -50 tracking.
- (f) Color information section is created to fit relevant information, no more than 50% of the width of the banner.
- (g) Call to action button sits within the border, bottom right. Swiss 721 BT Heavy -50 tracking.
- (h) Additional imagery can be added as Polaroid style insert shots with handwritten styled bullet points information applied.

Color usage

Pantone and RGB variants:

1935c / r-195 g-0 b-69



Advertising.

Online skyscraper banner

120 pixels x 600 pixels 3 stage animated gif.

- (a) The border is 20 pixels wide.
- (b) The logo (79 pixels wide) sits top left within the border.
- (c) Brand color bar sits at the top and full width, 0.5 X in height.
- (d) Image must be specific to the ad content, in this case neighborhood based.
- (e) Header copy sits within the image area 2X below the logo.
Swiss 721 BT Heavy -50 tracking.
- (f) Ad specific copy sits within the color information section within the border 2X space above and below.
- (g) Color information section is created to fit relevant information, no more than 50% of the height of the banner.
Swiss 721 BT Bold.
- (h) Call to action button sits within the border and runs off to the right, 1X in height.
Swiss 721 BT Heavy -50 tracking.

Color usage

Pantone and RGB variants:

 158c / r-227 g-114 b-34



