



BRAND GUIDELINES

BRAND IDENTITY

LOGO SUMMARY

The essential components of our brand identity are illustrated in these graphic standards.

This proprietary blend of signature, colour, and typography are the basis for the way we brand all our communications and items bearing the Hotelyo name. Apply the information here to everything you produce. This is the way we build a brand.

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PRINT LOGO USAGE

GUIDELINES FOR USAGE IN PRINT MEDIA

CMYK Process Colour Printing

The Hotelyo logo should be reproduced in these CMYK process colours:

■ C:0 M:0 Y:0 K:100

■ C:0 M:5 Y:30 K:15

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Spot Colour and Single Colour Printing

If Spot Colour Printing is the only printing method available then this Spot Colour must be used:

■ PROCESS BLACK

■ PANTONE 467

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Placement on Dark Backgrounds

In the case of the logo being placed on a dark background, the black elements of the logo should be changed to white, with the “yo” letters to remain the same.

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INTERNET LOGO USAGE

GUIDELINES FOR USAGE IN WEB MEDIA

RGB Colour

For web applications the Hotelyo logo should be reproduced in these RGB colours:



R:0 G:0 B:0



R:197 G:181 B:115

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CLEAR SPACE GUIDELINES

SPACING GUIDELINES FOR ALL MEDIA

Logo Dimensions

The logo must be resized as a single entity in order to preserve the proportions at which it has been designed.

Clear Space Guidelines

To be most effective, the Hotelyo logo should always be surrounded by clear space. This territory will set it off distinctly from any other graphic elements and help maintain a consistent presentation. Elements should be placed at least the height of the letter “H” from the “Hotel” wording as shown.

Make sure that this same spacing is used around the entire logo.



TYPEFACES

FONTS USED WITHIN THE IDENTITY

Print Media

In all Hotelyo print media these fonts should be used:

Titles:

Dekers Light

Subheadings:

Helvetica Neue

Body text:

Helvetica Neue

Web Media

In all Hotelyo web media these fonts should be used:

Special headers:

Dekers Light

Titles:

Helvetica

Subheadings:

Helvetica

Body text:

Helvetica