

# Crossings by GrandStay® Brand Standards and Operating Manual

## Section 5: Sales & Marketing

### 5002 TRADEMARK IDENTITY STANDARDS

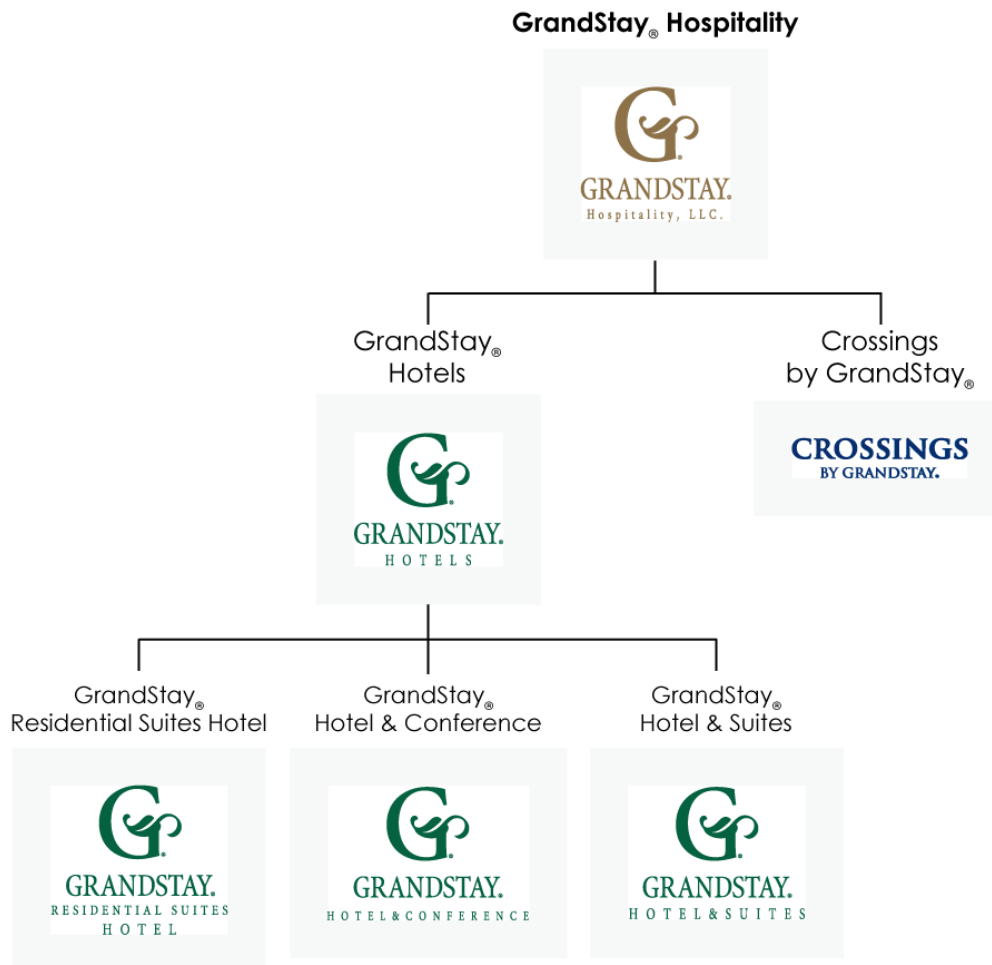
- 5002.1 OVERVIEW ..... 1
- 5002.2 BRAND MAP ..... 1
- 5002.3 PROPERTY DESCRIPTION PROTOCOL ..... 2
- 5002.4 UNIVERSAL LOGO GUIDELINES..... 2
- 5002.5 LOGOS ..... 2
  - GrandStay® Hospitality ..... 3
  - Crossings by GrandStay®..... 6
  - Grand Returns ..... 8
- 5002.6 TAGLINES..... 10
- 5002.7 TYPEFACES..... 13

## 5002.1 OVERVIEW

- Trademarks and service marks are unique to the brand’s identity. These unique and registered marks are the property of the Franchisor and set our brand apart from our competitors.
- The use of the brand marks are licensed to the Franchisee for its use. Use of the marks must be consistent and must be used only as prescribed by the Franchisor. No variation of the use or design of the marks is allowed per the terms of the franchise agreement. Use of the marks is governed by applicable trademark law.
- Each property must use the prescribed trademarks, service marks and slogans at all times and as may be changed from time to time to include, but not limited to signage, advertising, printed collateral, uniforms and amenities.
- Deviations from the trademark identity standards will only be allowed with prior written approval from the Franchisor.

## 5002.2 BRAND MAP

This brand map shows the relationship between GrandStay® Hospitality and its sub-brands including Crossings by GrandStay®.



## 5002.3 PROPERTY DESCRIPTION PROTOCOL

Use the following description protocol to describe your hotel (must be approved by Franchisor).

*Example:*

Brand: Crossings by GrandStay®

Property: Inn & Suites

Market: Stillwater, Twin Cities

Key Market: Stillwater, St. Croix River, Twin Cities

## 5002.4 UNIVERSAL LOGO GUIDELINES

### Color Use

Use only the appropriate colors provided for both web and print. (Please see **Color Palette** section for each logo further in this document.)

### Clear Space

Use .375" of "clear space" around all logos. Clear space is the area around the logo elements that give it "breathing room." No objects (text, images or other logos) can appear inside this designated area.

### Examples of Unacceptable Use


- Changing logo proportions
- Changing the size relationship between the icon and logotype
- Violating clear space
- Displaying the logo smaller than minimum size
- Using unapproved colors
- Changing the typeface
- Recreating the logo or rearranging logo elements
- Applying design effects
- Placing the logo on complex or low contrast backgrounds
- Rotating the logo
- Using old/outdated versions of the logo

## 5002.5 LOGOS

The logo is the symbol used by GrandStay® Hospitality to identify its products and reinforce its brand recognition. GrandStay® Hospitality uses five logos to represent its product types. See detailed descriptions below.




# GrandStay® Hospitality

## Primary Logo

Full Color (for web)	 The logo features a stylized gold 'G' with a leaf-like flourish. Below it, the word 'GRANDSTAY' is written in a gold serif font, and 'Hospitality, LLC.' is written in a smaller, lighter gold sans-serif font. The entire logo is centered within a light gray square background.
One Color (for print)	 The logo is identical in design to the full color version but rendered in a dark brown or sepia tone. It is centered within a light gray square background.
Greyscale (for print)	 The logo is identical in design to the previous versions but rendered in black. It is centered within a light gray square background.

Reversed (for print)	
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**Secondary Logo**

Full Color (for web)	
One Color (for print)	
Greyscale (for print)	
Reversed (for print)	





The Primary Logo (vertical) may display no smaller than 1.25" wide. The Secondary Logo may display no smaller than 1.5" wide.

## Color Palette

<p>Primary</p>	<p><b>GrandStay® Gold Gradient</b> <i>(for web)</i></p> <p>RGB: 193 164 102 (dark gold) RGB: 249 224 144 (light gold)</p> <p><b>GrandStay® Gold</b></p> <p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p>
<p>Secondary</p>	<p><b>GrandStay® Green</b></p> <p>CMYK: 97 35 86 30 RGB: 0 97 64 PANTONE: 3425 C</p> <p><b>GrandStay® Black</b></p> <p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p>

# Crossings by GrandStay®

## Logos

Full Color (for web)	
One Color (for print)	
Greyscale (for print)	
Reversed (for print)	

## Color Palette

Primary	<div data-bbox="764 1497 1253 1692"> <p><b>Crossings Blue</b> <i>(for web)</i></p> <p>RGB: 0 85 150 (dark blue)          RGB: 114 179 226 (light blue)</p> </div> <div data-bbox="764 1726 1253 1919"> <p><b>Crossings Blue</b></p> <p>CMYK: 100 86 29 22          RGB: 0 46 108          PANTONE: 294 C</p> </div>
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<p>Secondary</p>	<div data-bbox="764 222 1255 420"><p><b>GrandStay® Gold</b></p><p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p></div> <div data-bbox="764 451 1255 648"><p><b>GrandStay® Black</b></p><p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p></div>
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## Grand Returns

Grand Returns is the brand-wide guest loyalty program. The following is required to be used by all locations:

- Grand Returns stand-up display on the front desk at the main registration counter
- Guest Services directory if provided in each guest room must have a Grand Returns collateral page
- Electronic or print advertising created for or by the hotel must have the Grand Returns logo and descriptor included
- Rate/Rack cards created for or by the hotel must have the Grand Returns logo and descriptor included

### Logos

Gold Gradient (for web)	
Gold (for print)	
Neutral	

Neutral Reversed	
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The logo may display no smaller than 1.25" wide.

### Color Palette

Primary	<div data-bbox="740 747 1224 940"> <p><b>GrandStay® Gold Gradient</b> <i>(for web)</i></p> <p>RGB: 193 164 102 (dark gold)          RGB: 249 224 144 (light gold)</p> </div> <div data-bbox="740 974 1224 1167"> <p><b>GrandStay® Gold</b></p> <p>CMYK: 40 48 77 17          RGB: 141 114 73          PANTONE: 872 C</p> </div>
Secondary	<div data-bbox="740 1234 1224 1428"> <p><b>GrandStay® Black</b></p> <p>CMYK: 0 0 0 100          RGB: 0 0 0          PANTONE: Process Black C</p> </div>

## 5002.6 TAGLINES



The tagline is a branding slogan used in marketing materials and advertising. GrandStay® Hospitality uses three taglines to describe its product types. The tagline must be used in all electronic or print advertising created for or by the hotel as used for local sales and marketing. See detailed descriptions below.

### Primary Tagline

One Color (for Hospitality)	
One Color (for Crossings)	
Greyscale (for print)	
Reversed (for print)	

The Primary Tagline may display no smaller than 1.5" wide.

### Secondary Hospitality Tagline

1-Line: One Color (for Hospitality)	
1-Line: Greyscale (for Crossings)	

1-Line: Reversed (for print)	
2-Line: One Color (for Hospitality)	
2-Line: Greyscale (for Crossings)	
2-Line: Reversed (for print)	

The Secondary Tagline (1-Line version) may display no smaller than 2.5" wide. The Secondary Tagline (2-Line version) may display no smaller than 1.5" wide.

### Secondary Hotel Tagline

One Color (for Hospitality)	
One Color (for Crossings)	

Greyscale (for print)	 <p data-bbox="646 247 1013 289"><i>Nightly • Weekly • Monthly</i></p>
Reversed (for print)	 <p data-bbox="646 474 1013 516"><i>Nightly • Weekly • Monthly</i></p>

The tagline may display no smaller than 1.75" wide.

## 5002.7 TYPEFACES

The typeface is the set of characters that share common design features. (The term typeface is frequently confused with the term font which is the complete set of all the characters for a certain typeface.)

GrandStay® Hospitality uses two typefaces. See detailed descriptions below.

### Primary Typeface

# Crimson Text

#### Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

#### **Bold**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

#### *Italic*

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

#### ***Bold Italic***

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

### Secondary Typeface

# Century Gothic

#### Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

#### **Bold**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
**0123456789**

#### *Italic*

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

#### ***Bold Italic***

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
**0123456789**

### Typeface Use

Use Crimson Text font in all print communications and web designs as the primary typeface. Use for mastheads or headlines of a page or layout. Use Century Gothic font in all print communications and web designs as the secondary typeface, primarily for body copy. Arial font may also be used for web.