

GrandStay® Hotels

Brand Standards and Operating Manual

Section 5: Sales & Marketing

5002 TRADEMARK IDENTITY STANDARDS

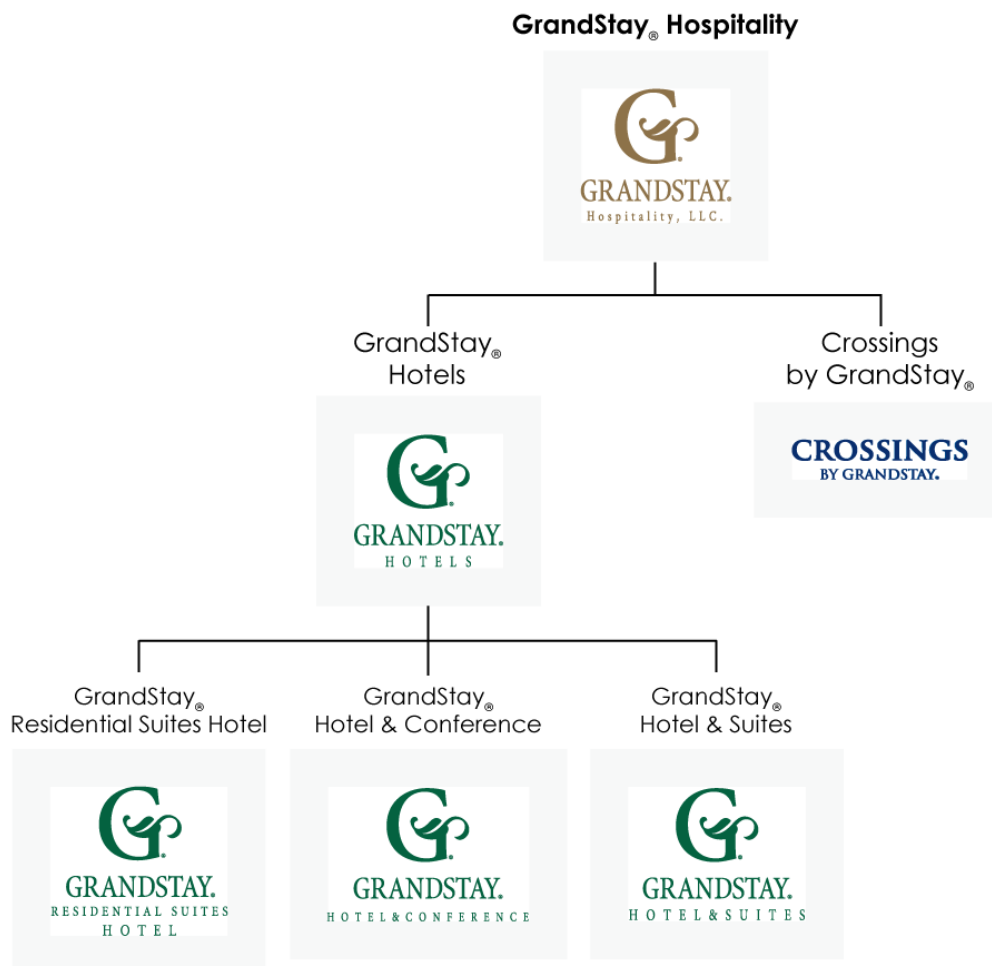
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5002.1 OVERVIEW

- 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 GrandStay® Hotels, GrandStay® Hotel & Suites, GrandStay® Hotel & Conference, GrandStay® Residential Hotels and Crossings by GrandStay®. Please note that Crossings by GrandStay® has its own trademark identity standards.



5002.3 PROPERTY DESCRIPTION PROTOCOL

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

Example:

Brand: GrandStay® Residential
Property: Hotel & Suites-Conference Center
Market: West Metro, Twin Cities, Bloomington
Key Market: Airport, University of Minnesota and Mall of America

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 primary logo for GrandStay Hospitality, LLC. It features a stylized, gold-colored 'G' with a leaf-like flourish extending from its bottom right. Below the 'G' is the word 'GRANDSTAY' in a gold, serif font, and below that is 'Hospitality, LLC.' in a smaller, gold, sans-serif font. The entire logo is centered within a light gray square background.
One Color (for print)	 The primary logo for GrandStay Hospitality, LLC. It features a stylized, brown-colored 'G' with a leaf-like flourish extending from its bottom right. Below the 'G' is the word 'GRANDSTAY' in a brown, serif font, and below that is 'Hospitality, LLC.' in a smaller, brown, sans-serif font. The entire logo is centered within a light gray square background.
Greyscale (for print)	 The primary logo for GrandStay Hospitality, LLC. It features a stylized, black-colored 'G' with a leaf-like flourish extending from its bottom right. Below the 'G' is the word 'GRANDSTAY' in a black, serif font, and below that is 'Hospitality, LLC.' in a smaller, black, sans-serif font. The entire logo 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

Primary	<div data-bbox="740 235 1224 430"><p>GrandStay® Gold Gradient <i>(for web)</i></p><p>RGB: 193 164 102 (dark gold) RGB: 249 224 144 (light gold)</p></div> <div data-bbox="740 464 1224 659"><p>GrandStay® Gold</p><p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p></div>
Secondary	<div data-bbox="740 724 1224 919"><p>GrandStay® Green</p><p>CMYK: 97 35 86 30 RGB: 0 97 64 PANTONE: 3425 C</p></div> <div data-bbox="740 953 1224 1148"><p>GrandStay® Black</p><p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p></div>

GrandStay® Hotels




Primary Logo

Full Color (for web)	 The logo features a stylized green 'G' with a leaf-like flourish on the right side, positioned above the text 'GRANDSTAY. HOTELS' in a green, serif font. The entire logo is centered within a light gray square background.
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<p>One Color (for print)</p>	
<p>Greyscale (for print)</p>	
<p>Reversed (for print)</p>	

Secondary Logo

<p>Full Color (for web)</p>	
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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

Primary	<div data-bbox="740 1220 1224 1413"> <p>GrandStay® Gradient <i>(for web)</i></p> <p>RGB: 10 98 63 (dark green) RGB: 110 180 106 (light green)</p> </div> <div data-bbox="740 1446 1224 1640"> <p>GrandStay® Green</p> <p>CMYK: 97 35 86 30 RGB: 0 97 64 PANTONE: 3425 C</p> </div>
Secondary	<div data-bbox="740 1707 1224 1900"> <p>GrandStay® Gold</p> <p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p> </div>

	<div data-bbox="738 186 1224 382" style="background-color: black; color: white; padding: 10px;"> <p>GrandStay® Black</p> <p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p> </div>
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GrandStay® Hotel & Suites

Primary Logo

<p>Full Color (for web)</p>	
<p>One Color (for print)</p>	
<p>Greyscale (for print)</p>	

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 1.5" wide. The Secondary Logo may display no smaller than 1.7" wide.

Color Palette

Primary	<div data-bbox="738 235 1224 432"><p>GrandStay® Gradient <i>(for web)</i></p><p>RGB: 10 98 63 (dark green) RGB: 110 180 106 (light green)</p></div> <div data-bbox="738 464 1224 661"><p>GrandStay® Green</p><p>CMYK: 97 35 86 30 RGB: 0 97 64 PANTONE: 3425 C</p></div>
Secondary	<div data-bbox="738 724 1224 921"><p>GrandStay® Gold</p><p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p></div> <div data-bbox="738 953 1224 1150"><p>GrandStay® Black</p><p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p></div>

GrandStay® Hotel & Conference




Primary Logo

Full Color (for web)	<div data-bbox="738 1407 1230 1780"><p>The logo features a stylized green 'G' with a leaf-like flourish on the right side. Below the 'G' is the word 'GRANDSTAY.' in a serif font, and below that is 'HOTEL & CONFERENCE' in a smaller, spaced-out sans-serif font. The entire logo is centered within a white square, which is itself centered within a light gray square background.</p></div>
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<p>One Color (for print)</p>	
<p>Greyscale (for print)</p>	
<p>Reversed (for print)</p>	

Secondary Logo

<p>Full Color (for web)</p>	
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One Color (for print)	
Greyscale (for print)	
Reversed (for print)	

The Primary Logo (vertical) may display no smaller than 1.7" wide. The same is true for the Secondary Logo.

Color Palette



Primary	<div data-bbox="740 1220 1224 1413"> <p>GrandStay® Gradient <i>(for web)</i></p> <p>RGB: 10 98 63 (dark green) RGB: 110 180 106 (light green)</p> </div> <div data-bbox="740 1446 1224 1640"> <p>GrandStay® Green</p> <p>CMYK: 97 35 86 30 RGB: 0 97 64 PANTONE: 3425 C</p> </div>
Secondary	<div data-bbox="740 1707 1224 1900"> <p>GrandStay® Gold</p> <p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p> </div>

	<p>GrandStay® Black</p> <p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p>
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GrandStay® Residential Suites Hotels

Primary Logo

<p>Full Color (for web)</p>	
<p>One Color (for print)</p>	

<p>Greyscale (for print)</p>	
<p>Reversed (for print)</p>	

Secondary Logo

<p>Full Color (for web)</p>	
<p>One Color (for print)</p>	

Greyscale (for print)	
Reversed (for print)	

The Primary Logo (vertical) may display no smaller than 1.5" wide. The Secondary Logo may display no smaller than 1.7" wide.

Color Palette




Primary	<div data-bbox="738 976 1226 1165"> <p>GrandStay® Gradient <i>(for web)</i></p> <p>RGB: 10 98 63 (dark green) RGB: 110 180 106 (light green)</p> </div> <div data-bbox="738 1201 1226 1390"> <p>GrandStay® Green</p> <p>CMYK: 97 35 86 30 RGB: 0 97 64 PANTONE: 3425 C</p> </div>
Secondary	<div data-bbox="738 1463 1226 1652"> <p>GrandStay® Gold</p> <p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p> </div> <div data-bbox="738 1688 1226 1877"> <p>GrandStay® Black</p> <p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p> </div>

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="776 747 1260 940"> <p>GrandStay® Gold Gradient <i>(for web)</i></p> <p>RGB: 193 164 102 (dark gold) RGB: 249 224 144 (light gold)</p> </div> <div data-bbox="776 974 1260 1167"> <p>GrandStay® Gold</p> <p>CMYK: 40 48 77 17 RGB: 141 114 73 PANTONE: 872 C</p> </div>
Secondary	<div data-bbox="776 1236 1260 1430"> <p>GrandStay® Black</p> <p>CMYK: 0 0 0 100 RGB: 0 0 0 PANTONE: Process Black C</p> </div>

LaGrand at GrandStay® Conference

Logos

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

The logo may display no smaller than 1.75" wide.

Color Palette

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

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.





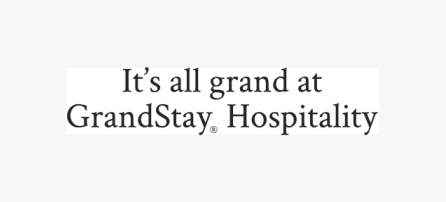

Primary Tagline

One Color (for Hospitality)	EVERY GUEST ~ EVERY TIME
One Color (for Hotels)	EVERY GUEST ~ EVERY TIME
Greyscale (for print)	EVERY GUEST ~ EVERY TIME
Reversed (for print)	EVERY GUEST ~ EVERY TIME

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

Secondary Hospitality Tagline

1-Line: One Color (for Hospitality)	It's all grand at GrandStay® Hospitality
1-Line: One Color (for Hotels)	It's all grand at GrandStay® Hospitality

<p>1-Line: Greyscale (for print)</p>	
<p>1-Line: Reversed (for print)</p>	
<p>2-Line: One Color (for Hospitality)</p>	
<p>2-Line: One Color (for Hotels)</p>	
<p>2-Line: Greyscale (for print)</p>	
<p>2-Line: Reversed (for print)</p>	

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)	 <p><i>Nightly • Weekly • Monthly</i></p>
One Color (for Hotels)	 <p><i>Nightly • Weekly • Monthly</i></p>
Greyscale (for print)	 <p><i>Nightly • Weekly • Monthly</i></p>
Reversed (for print)	 <p><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

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Typeface

Century Gothic

Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

5002.8 OUTDOOR ADVERTISING TEMPLATES



Billboard Template #1 (10'6" x 36')

The above template was created for billboards sized at 10'6" x 36'. The aim of this design is to have the most effective messaging possible, keeping in mind the nature of how this piece will be read. The template is a PSD which can be downloaded [here](#).

The following rules should be followed when making adjustments to create new billboards:

- Use Century Gothic as primary typeface for best readability
- Have no more than 3 lines of "main message" text
- Bold exit numbers
- If using a snipe, it must remain as the GrandStay® Green triangle in the upper right corner
- If an alternate sub brand logo is used, it must be of the same proportion and not altered in any way



Billboard Template #2 (10' x 40')

The above template was created for billboards sized at 10' x 40'. The aim of this design is to have the most effective messaging possible, keeping in mind the nature of how this piece will be read. The template is a PSD which can be downloaded [here](#).

The following rules should be followed when making adjustments to create new billboards:

- Use Century Gothic as primary typeface for best readability
- Have no more than 3 lines of "main message" text
- Bold exit numbers
- If using a snipe, it must remain as the GrandStay® Green triangle in the upper right corner
- If an alternate sub brand logo is used, it must be of the same proportion and not altered in any way