

Crossings by GrandStay® Branding Options

Last modified 7/25/2012

Current Crossings Logo

CROSSINGS
BY GRANDSTAY.
INN & SUITES

Current GrandStay® Typeface

GRANDSTAY.®

Proposed Version

CROSSINGS
BY GRANDSTAY.®

Alternate Version

CROSSINGS
BY GRANDSTAY.®

Color Palette

Primary

Crossings Blue *(for web)*

RGB: 0 85 150 (dark blue)
RGB: 114 179 226 (light blue)

Crossings Blue

CMYK: 100 58 0 21
RGB: 0 85 150
PANTONE: TBD

Secondary

GrandStay® Gold

CMYK: 20 30 70 15
RGB: 180 151 90
PANTONE: 872 C

GrandStay® Black

CMYK: 0 0 0 100
RGB: 0 0 0
PANTONE: Process Black C