

GrandStay® Hospitality Logo Standards

Last modified 7/17/2012

Primary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)



Secondary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)



Color Palette

Primary

GrandStay® Gold Gradient (for web)

RGB: 193 164 102 (dark gold)
RGB: 249 224 144 (light gold)

GrandStay® Gold

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

Secondary

GrandStay® Green

CMYK: 93 13 85 44
RGB: 0 99 65
PANTONE: 3425 C

GrandStay® Black

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

GrandStay® Hotels Logo Standards

Last modified 7/17/2012

Primary Logo

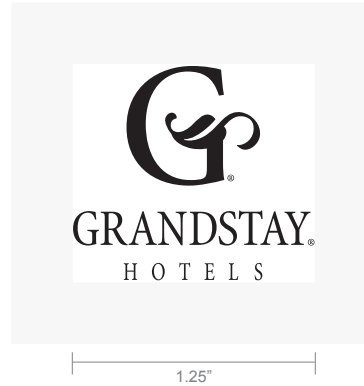
Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)

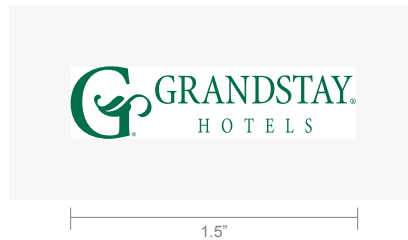


Secondary Logo

Full Color (for web)



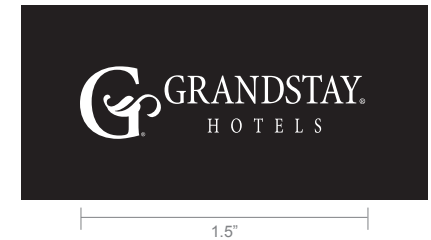
One Color (for print)



Greyscale (for print)



Reversed (for print)



Color Palette

Primary

GrandStay® Gradient (for web)

RGB: 10 98 63 (dark green)
RGB: 110 180 106 (light green)

GrandStay® Green

CMYK: 93 13 85 44
RGB: 0 99 65
PANTONE: 3425 C

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

CROSSINGS BY GRANDSTAY® INN & SUITES

Option 1: Keep “Crossings”

- Shorten name to “Crossings by GrandStay®.”
- Make “by GrandStay®.” more legible
- Use Crimson Text Italic, staying within the font family that GrandStay® is in

Crossings
BY GRANDSTAY®

Option 2: Completely Rename

- Use a fresh name more consistent with brand personality
- Make “by GrandStay®.” more legible
- Use Crimson Text Italic, staying within the font family that GrandStay® is in

GreenCrest
BY GRANDSTAY®

Option 3: Include in GrandStay® Brand

- Most consistent with overall GrandStay® brand
- Use Crimson Text, keeping the same font that GrandStay® is in
- Note “Inn & Suites” may be replaced

GRANDSTAY®
I N N & S U I T E S

CROSSINGS
BY GRANDSTAY®

ParkGrove
BY GRANDSTAY®

GRANDSTAY®
G A R D E N V I E W

Gardenview
BY GRANDSTAY®