

GrandStay® Hotels Logo Standards

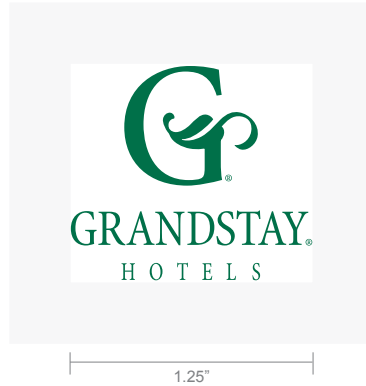
Last modified 7/17/2012

Primary Logo

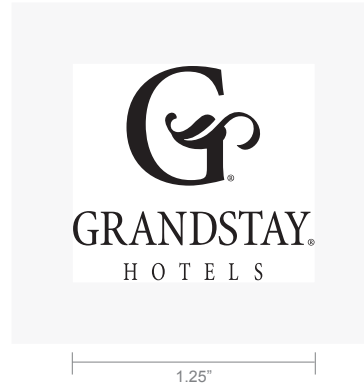
Full Color (for web)



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

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

Grand Returns Logo Standards

Last modified 7/25/2012

Hotels (for print)



1.25"

GrandStay® Green

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

Hospitality (for print)



1.25"

GrandStay® Gold

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

Crossings (for print)



1.25"

Crossings Blue

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

Neutral



1.25"

GrandStay® Black

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

Hotels (for web)



1.25"

GrandStay® Gradient (for web)

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

Hospitality (for web)



1.25"

GrandStay® Gold Gradient (for web)

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

Crossings (for web)



1.25"

Crossings Blue (for web)

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

Neutral Reversed



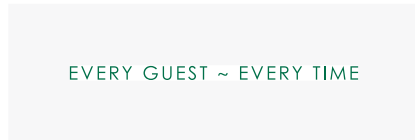
1.25"

GrandStay® Tagline Standards

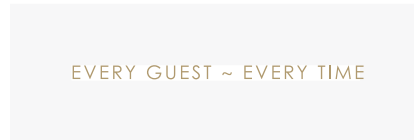
Last modified 7/25/2012

Primary Tagline

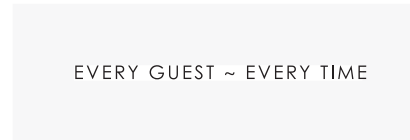
One Color (for Hotels)



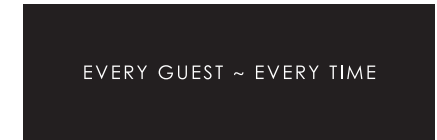
One Color (for Hospitality)



Greyscale (for print)



Reversed (for print)

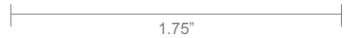


Secondary Hotel Tagline

One Color



Greyscale (for print)



Reversed (for print)

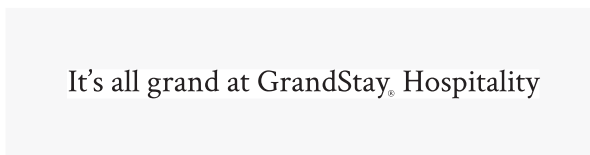


Secondary Hospitality Tagline

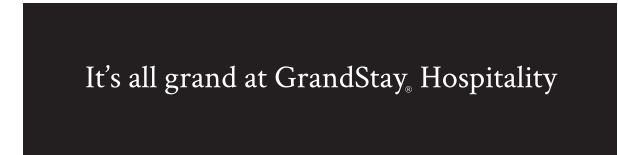
Primary Logo One Color



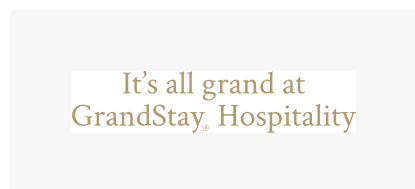
Primary Logo Greyscale



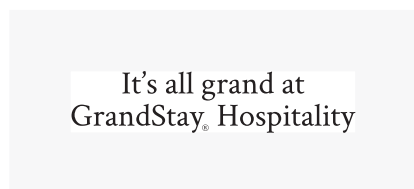
Reversed (for print)



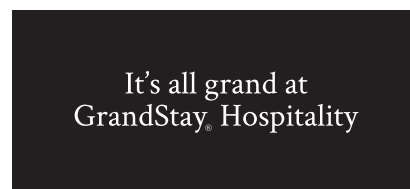
Secondary Logo One Color



Secondary Logo Greyscale



Reversed (for print)



Primary Typeface

Crimson Text

Use Crimson Text in all print communications and web designs as the primary font. Use for mastheads or headlines of a page or layout.

Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Secondary Typeface

Century Gothic

Use Century Gothic in all print communications and web designs as the secondary font, primarily for body copy. Arial may also be used for web.

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

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