

# 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)

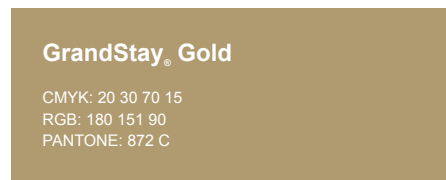


Reversed (for print)

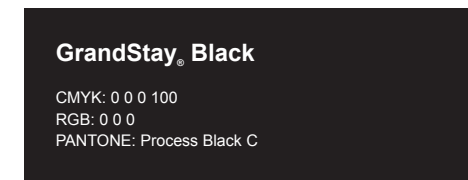
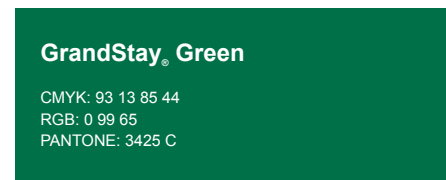


## Color Palette

Primary



Secondary



# GrandStay® Hotels Logo Standards

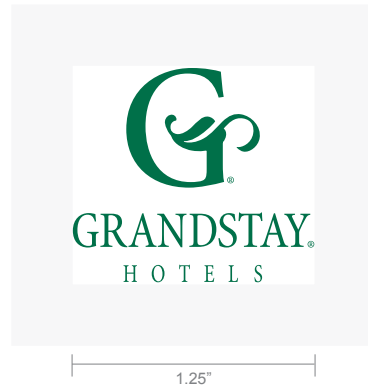
Last modified 7/17/2012

## Primary Logo

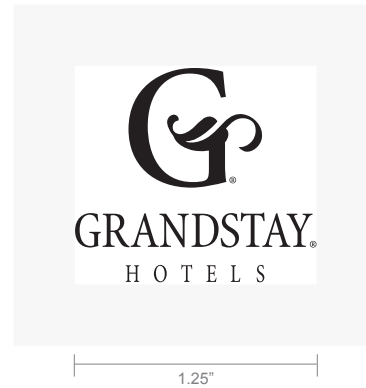
Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)



## Secondary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)

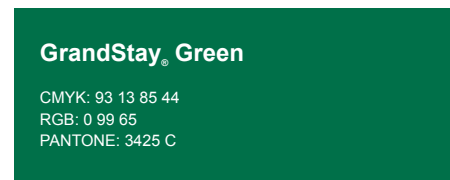
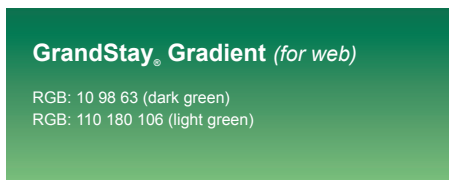


Reversed (for print)

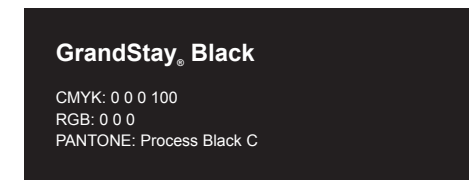
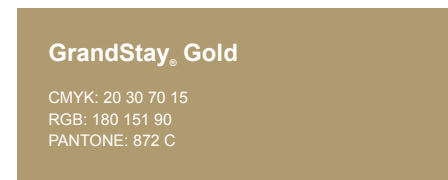


## Color Palette

Primary



Secondary



# GrandStay® Hotel & Suites Logo Standards

Last modified 8/22/2012

## 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)

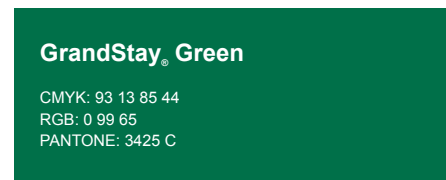
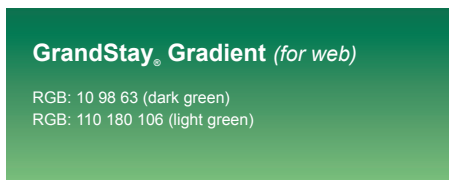


Reversed (for print)

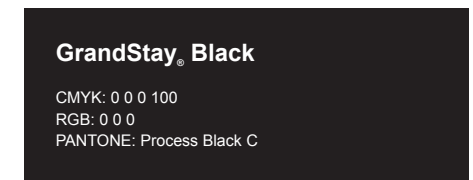
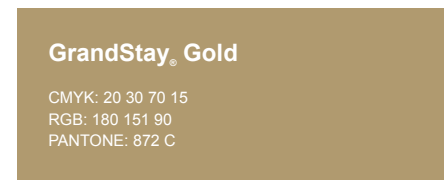


## Color Palette

Primary



Secondary

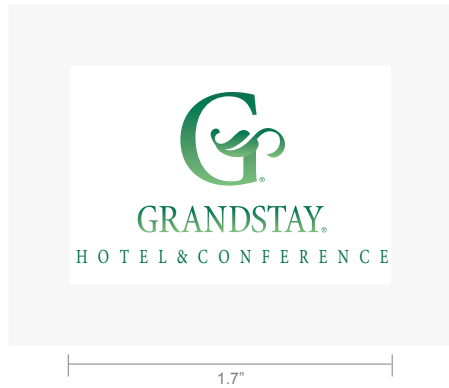


# GrandStay® Hotel & Conference Logo Standards

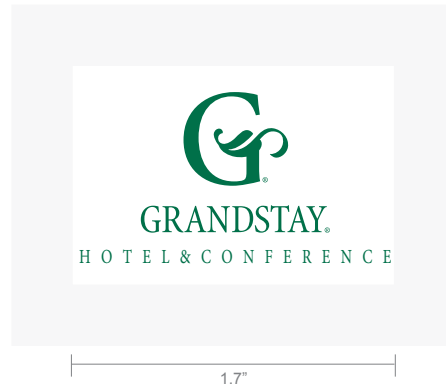
Last modified 8/22/2012

## Primary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)

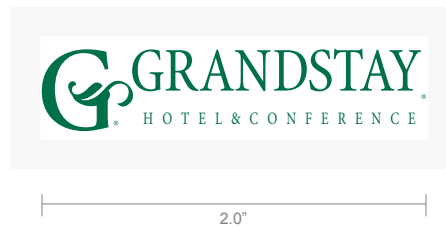


## Secondary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)

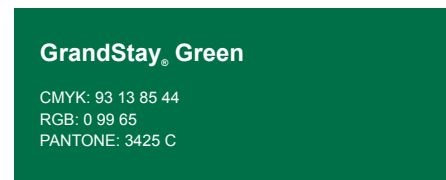
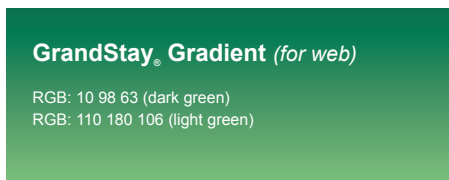


Reversed (for print)

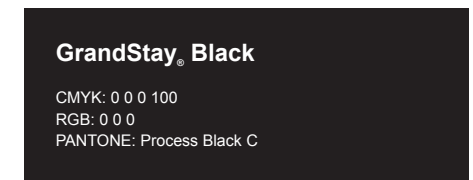
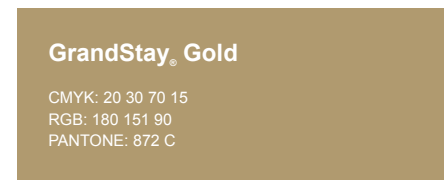


## Color Palette

Primary



Secondary



# GrandStay® Residential Suites Hotel Logo Standards

Last modified 8/22/2012

## 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)

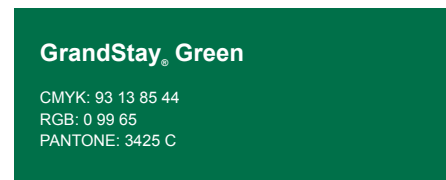
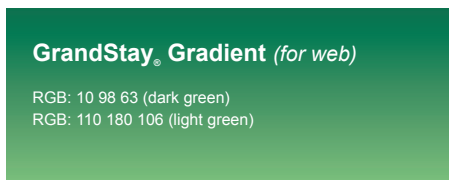


Reversed (for print)

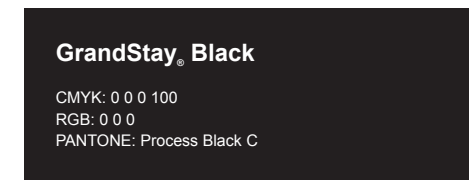
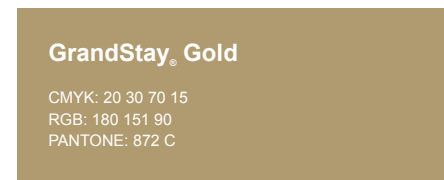


## Color Palette

Primary



Secondary



# Crossings by GrandStay® Branding Options

Last modified 8/27/2012

## Logo

Full Color (for web)



1.5"

One Color (for print)



1.5"

Greyscale (for print)



1.5"

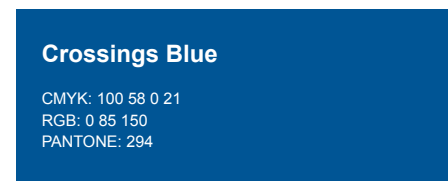
Reversed (for print)



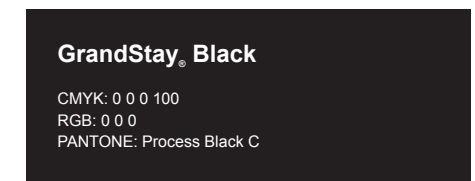
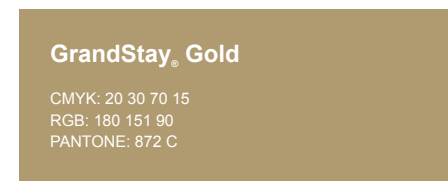
1.5"

## Color Palette

Primary



Secondary



# Grand Returns Logo Standards

Last modified 8/22/2012

Gold (for print)



1.25"

## GrandStay® Gold

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

Gold Gradient (for web)



1.25"

## GrandStay® Gold Gradient (for web)

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

Neutral



1.25"

## GrandStay® Black

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

Neutral Reversed



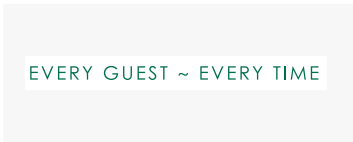
1.25"

# GrandStay® Tagline Standards

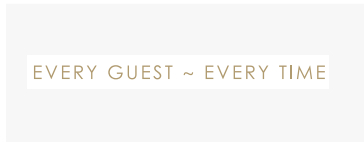
Last modified 8/22/2012

## Primary Tagline

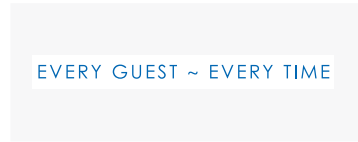
One Color (for Hotels)



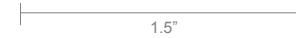
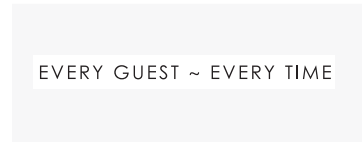
One Color (for Hospitality)



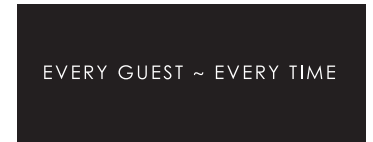
One Color (for Crossings)



Greyscale (for print)



Reversed (for print)



## Secondary Hotel Tagline

One Color (for Hotels)



One Color (for Hospitality)



One Color (for Crossings)



Greyscale (for print)

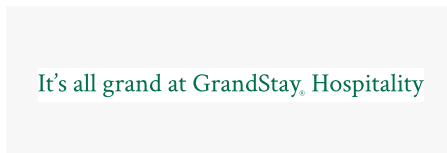


Reversed (for print)



## Secondary Hospitality Tagline

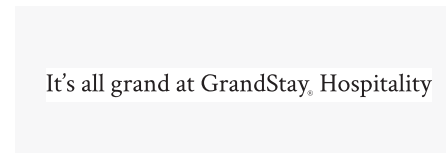
Primary Logo One Color (for Hotels)



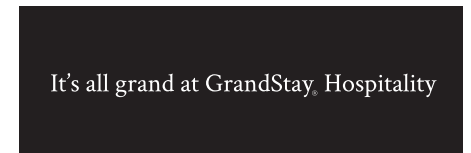
Primary Logo One Color (for Hospitality)



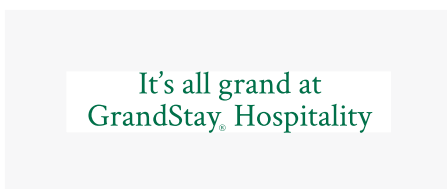
Primary Logo Greyscale (for print)



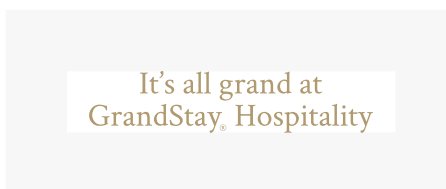
Reversed (for print)



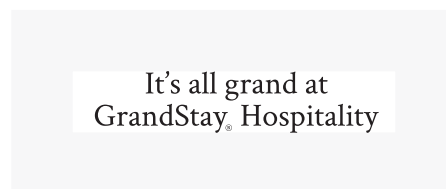
Secondary Logo One Color (for Hotels)



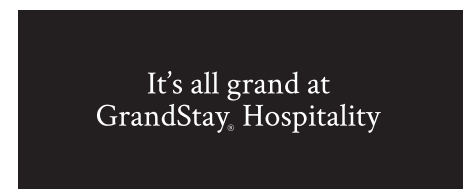
Secondary Logo One Color (for Hospitality)



Secondary Logo Greyscale (for print)



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***