

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

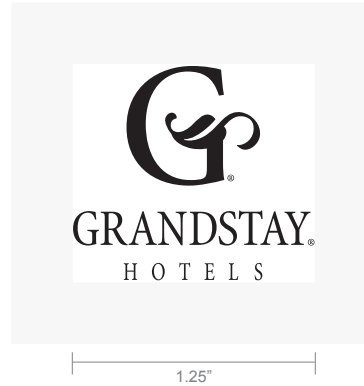
Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)

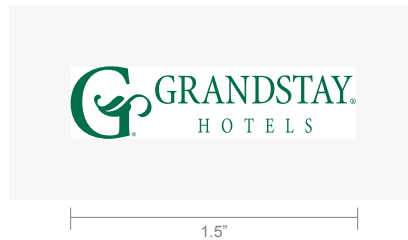


Secondary Logo

Full Color (for web)



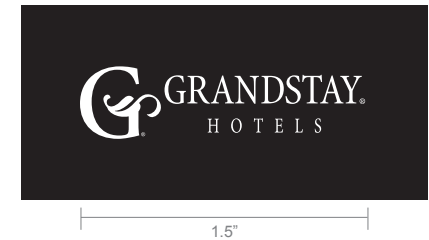
One Color (for print)



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

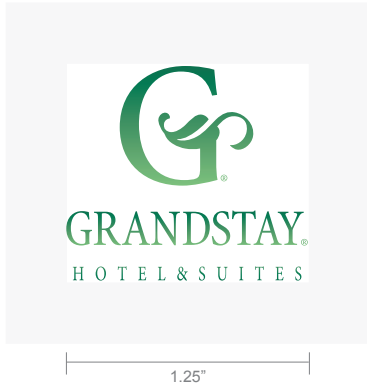
CMYK: 0 0 0 100
RGB: 0 0 0
PANTONE: Process Black C

GrandStay® Hotel & Suites Logo Standards

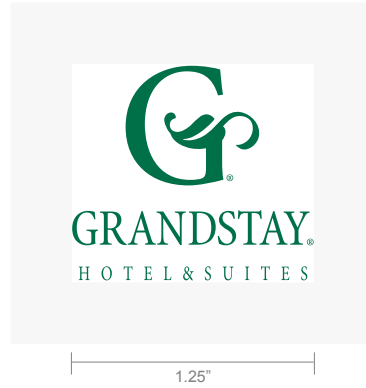
Last modified 8/27/2012

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)

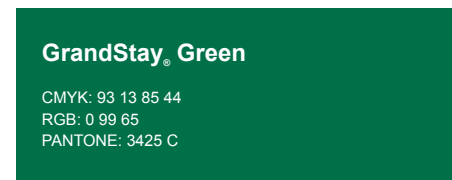
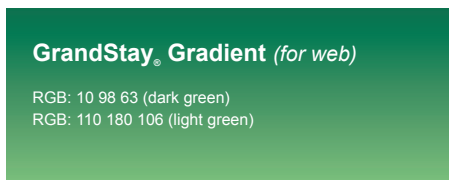


Reversed (for print)

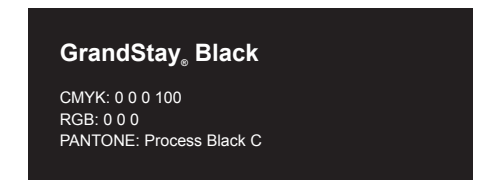
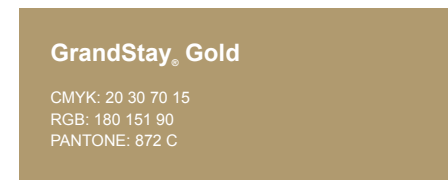


Color Palette

Primary



Secondary



GrandStay® Hotel & Conference Logo Standards

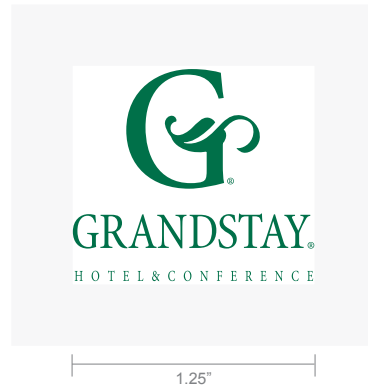
Last modified 8/27/2012

Primary Logo

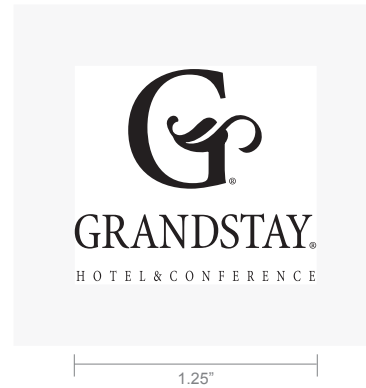
Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)



Secondary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)

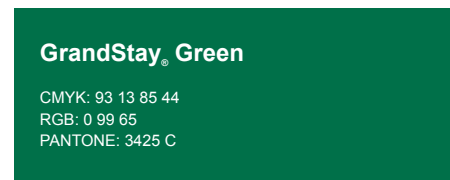
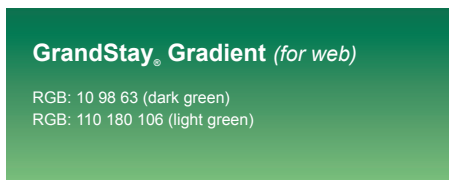


Reversed (for print)

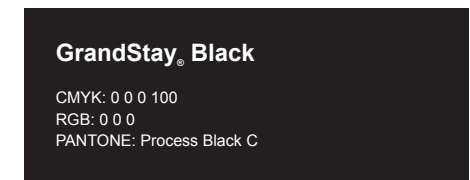
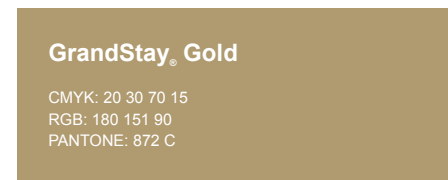


Color Palette

Primary



Secondary

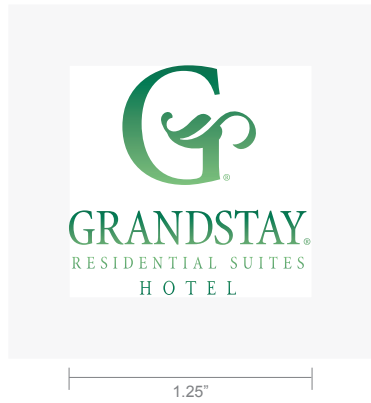


GrandStay® Residential Suites Hotel Logo Standards

Last modified 8/27/2012

Primary Logo

Full Color (for web)



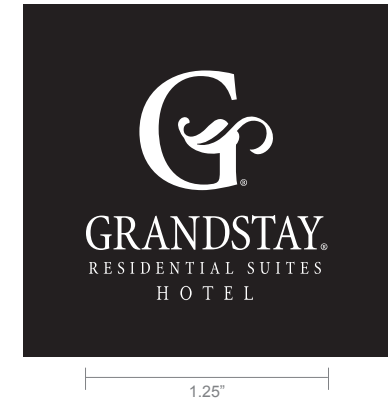
One Color (for print)



Greyscale (for print)



Reversed (for print)



Secondary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)

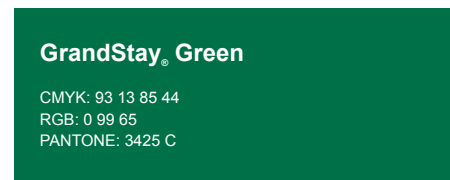
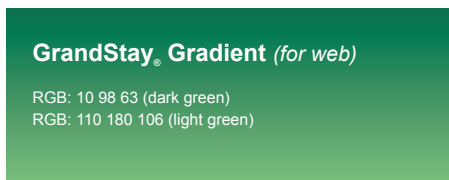


Reversed (for print)

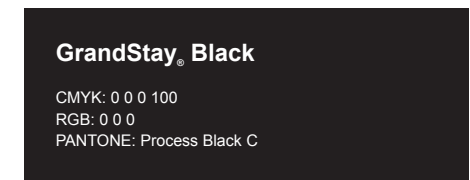
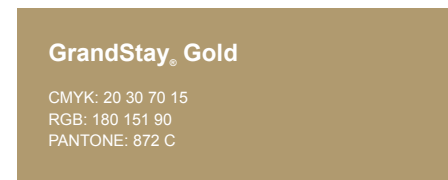


Color Palette

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"

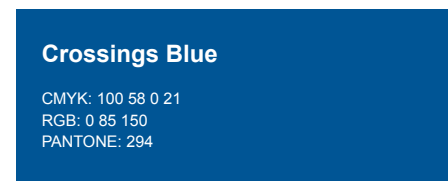
Reversed (for print)



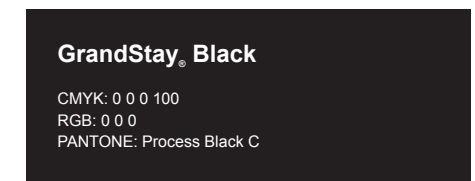
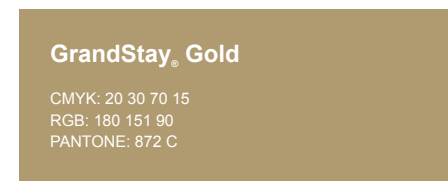
1.5"

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



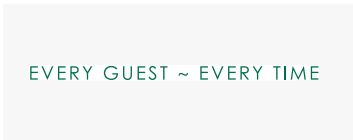
1.25"

GrandStay® Tagline Standards

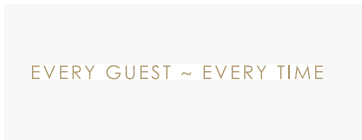
Last modified 8/27/2012

Primary Tagline

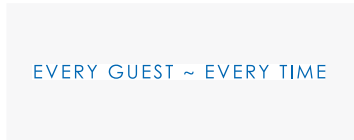
One Color (for Hotels)



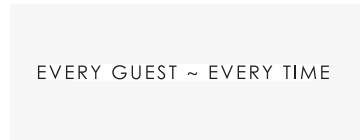
One Color (for Hospitality)



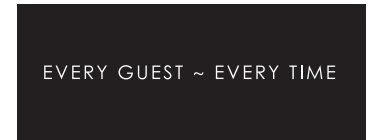
One Color (for Crossings)



Greyscale (for print)



Reversed (for print)



Secondary Hotel Tagline

One Color (for Hotels)



One Color (for Hospitality)



One Color (for Crossings)



Greyscale (for print)

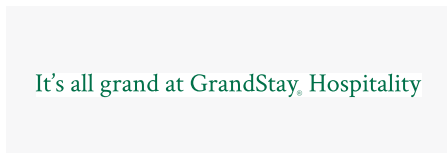


Reversed (for print)

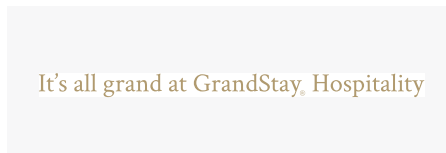


Secondary Hospitality Tagline

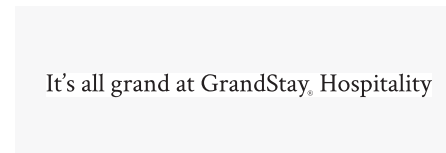
Primary Logo One Color (for Hotels)



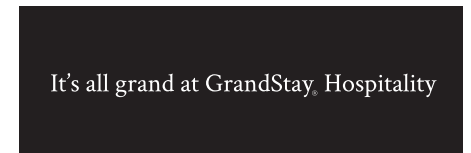
Primary Logo One Color (for Hospitality)



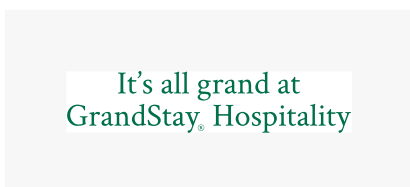
Primary Logo Greyscale (for print)



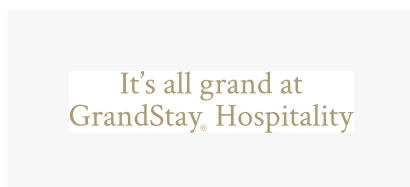
Reversed (for print)



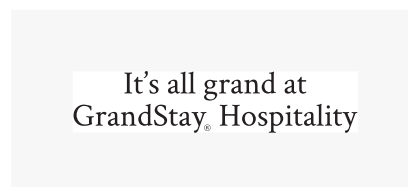
Secondary Logo One Color (for Hotels)



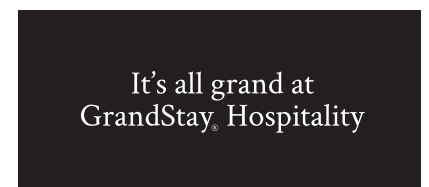
Secondary Logo One Color (for Hospitality)



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***