

# 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

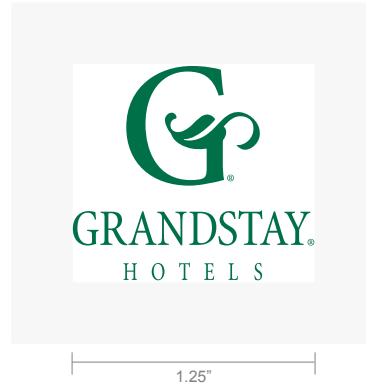
Last modified 7/17/2012

## Primary Logo

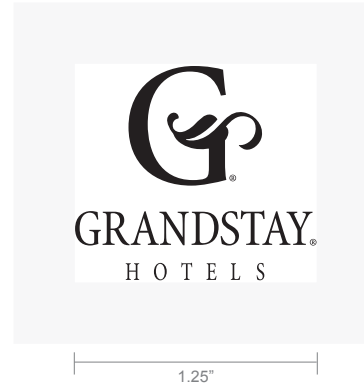
Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)



## Secondary Logo

Full Color (for web)



One Color (for print)



Greyscale (for print)

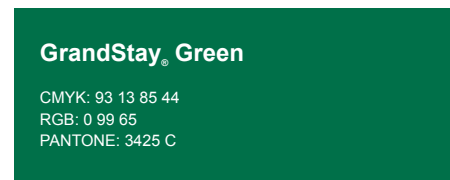
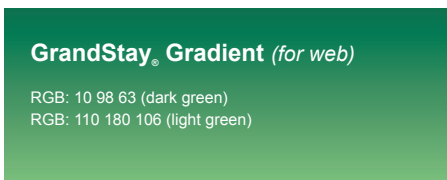


Reversed (for print)

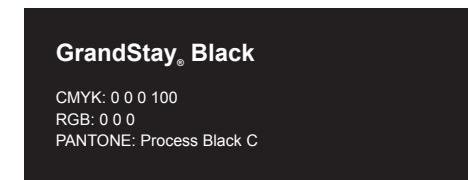
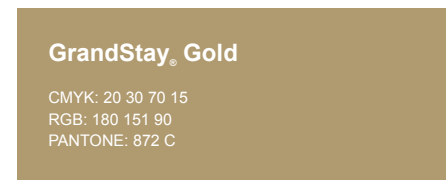


## Color Palette

Primary



Secondary



# GrandStay® Hotel & Suites Logo Standards

Last modified 8/29/2012

## 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 & Conference Logo Standards

Last modified 8/29/2012

## 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)

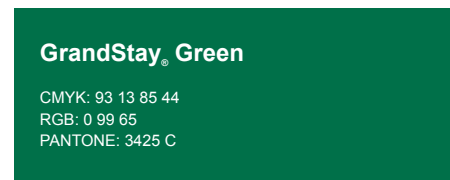
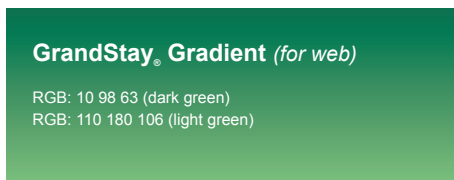


Reversed (for print)

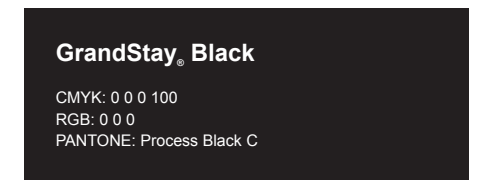
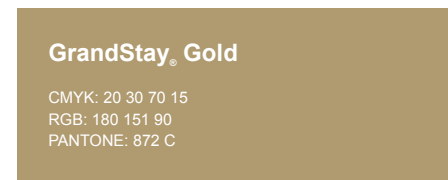


## Color Palette

Primary



Secondary



# GrandStay® Residential Suites Hotel Logo Standards

Last modified 8/29/2012

## 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)

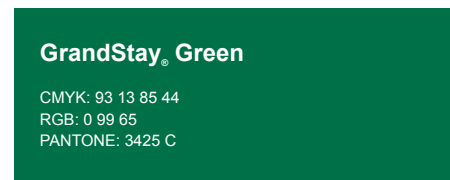
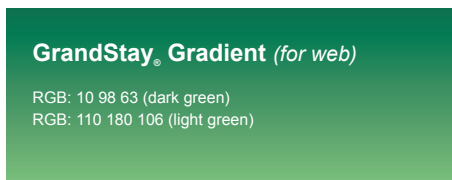


Reversed (for print)

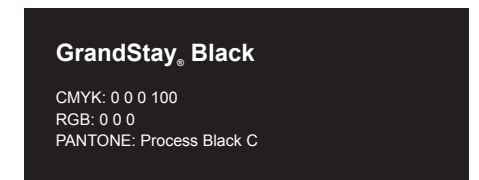
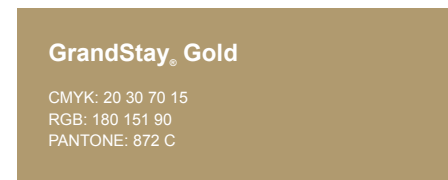


## Color Palette

Primary



Secondary



# Crossings by GrandStay® Branding Options

Last modified 8/30/2012

## Logo

Full Color (for web)



1.5"

One Color (for print)



1.5"

Greyscale (for print)



1.5"

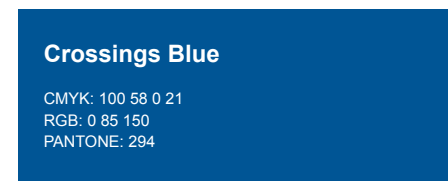
Reversed (for print)



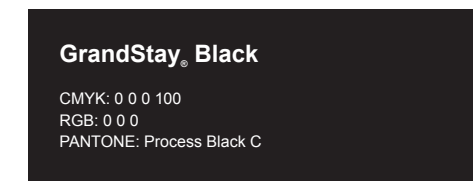
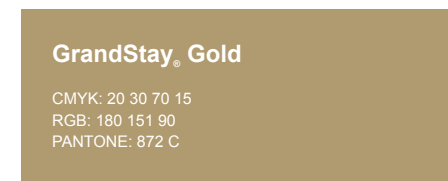
1.5"

## Color Palette

Primary



Secondary



# Grand Returns Logo Standards

Last modified 8/30/2012

## Logo

Gold Gradient *(for web)*



1.25"

Gold *(for print)*



1.25"

Neutral



1.25"

Neutral Reversed



1.25"

## 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® Black

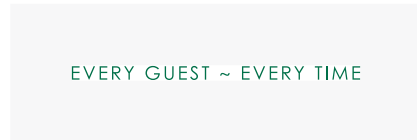
CMYK: 0 0 0 100  
RGB: 0 0 0  
PANTONE: Process Black C

# GrandStay® Tagline Standards

Last modified 8/27/2012

## Primary Tagline

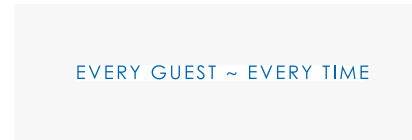
One Color (for Hotels)



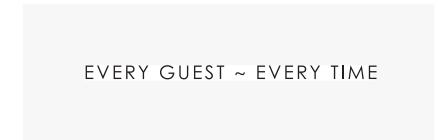
One Color (for Hospitality)



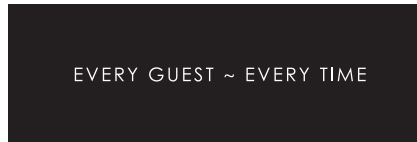
One Color (for Crossings)



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)





# GrandStay® Tagline Standards

Last modified 8/27/2012

## Secondary Hospitality Tagline

Primary Tagline One Color *(for Hotels)*



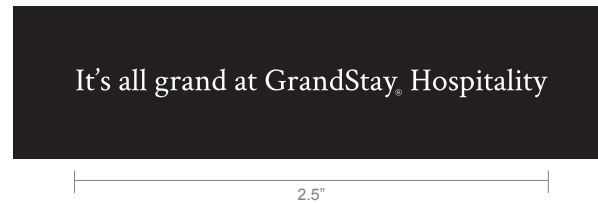
Primary Tagline One Color *(for Hospitality)*



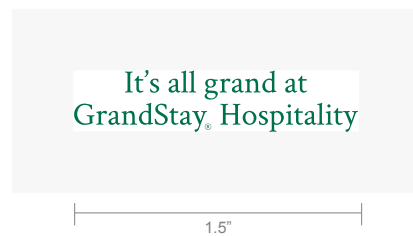
Primary Tagline Greyscale *(for print)*



Reversed *(for print)*



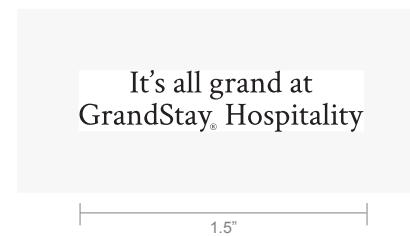
Secondary Tagline One Color *(for Hotels)*



Secondary Tagline One Color *(for Hospitality)*



Secondary Tagline Greyscale *(for print)*



Reversed *(for print)*



## Primary Typeface

# Crimson Text

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

### Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### *Italic*

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

### **Bold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

### ***Bold Italic***

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***

## Secondary Typeface

# Century Gothic

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

### Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### *Italic*

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

### **Bold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

### ***Bold Italic***

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***