

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

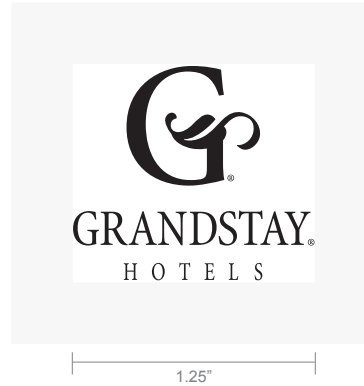
Full Color (for web)



One Color (for print)



Greyscale (for print)



Reversed (for print)

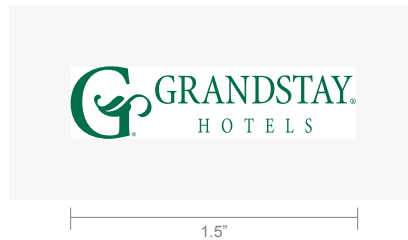


Secondary Logo

Full Color (for web)



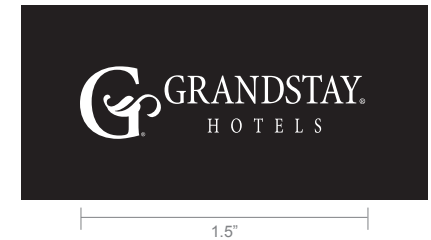
One Color (for print)



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 8/29/2012

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)



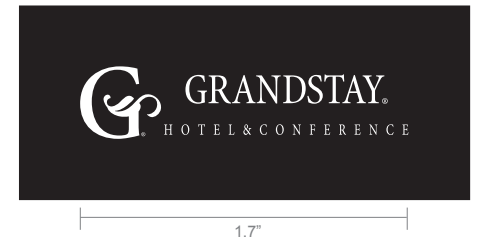
One Color (for print)



Greyscale (for print)

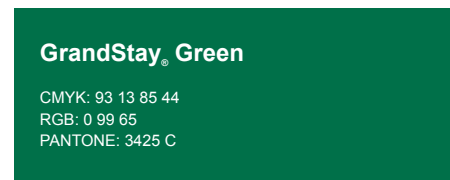
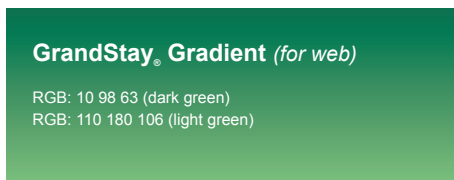


Reversed (for print)

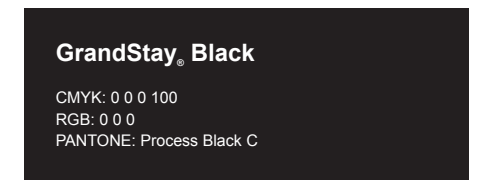
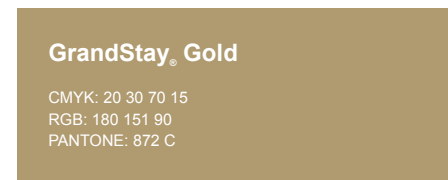


Color Palette

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)

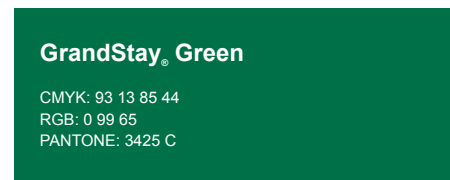
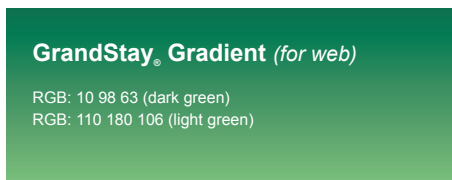


Reversed (for print)

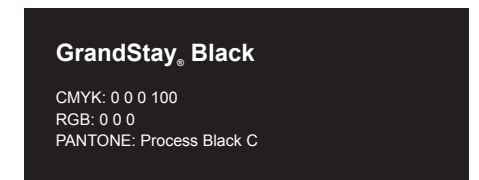
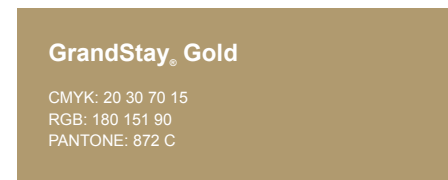


Color Palette

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"

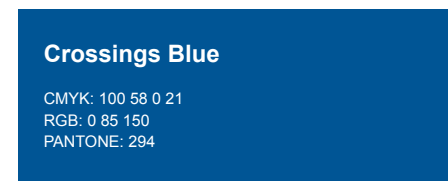
Reversed (for print)



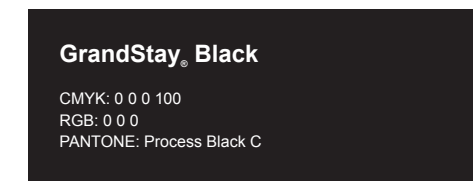
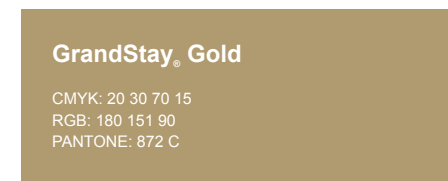
1.5"

Color Palette

Primary



Secondary



Grand Returns Logo Standards

Last modified 8/30/2012

Logo

Gold Gradient *(for web)*



Gold *(for print)*



Neutral



Neutral Reversed



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

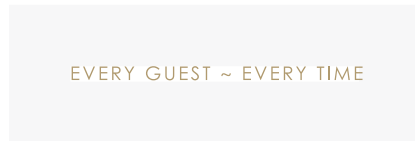
CMYK: 0 0 0 100
RGB: 0 0 0
PANTONE: Process Black C

GrandStay® Tagline Standards

Last modified 8/27/2012

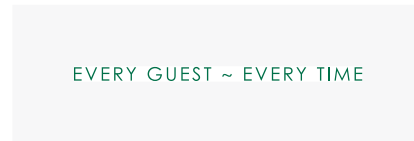
Primary Tagline

One Color (for Hospitality)



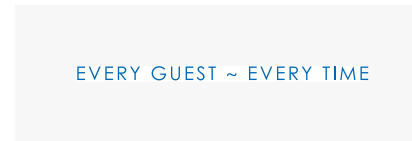
1.5"

One Color (for Hotels)



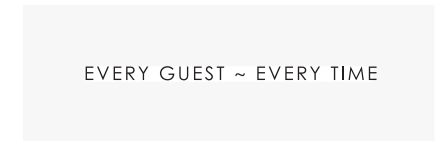
1.5"

One Color (for Crossings)



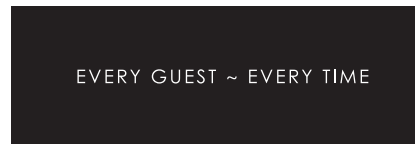
1.5"

Greyscale (for print)



1.5"

Reversed (for print)



1.5"

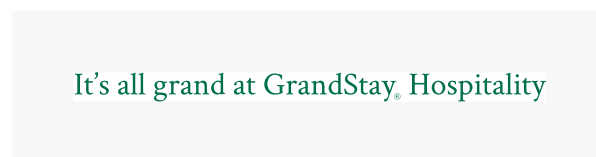
Secondary Hospitality Tagline

One Color (for Hospitality)



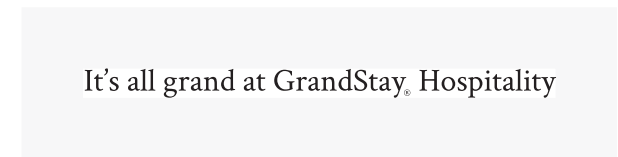
2.5"

One Color (for Hotels)



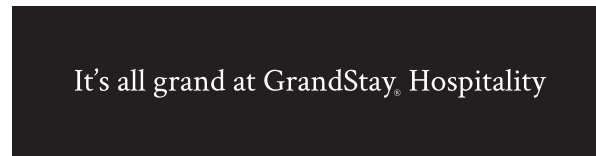
2.5"

Greyscale (for print)



2.5"

Reversed (for print)



2.5"

GrandStay® Tagline Standards

Last modified 8/27/2012

Secondary Hospitality Tagline

One Color (for Hospitality)



One Color (for Hotels)



Greyscale (for print)



Reversed (for print)



Secondary Hotel Tagline

One Color (for Hospitality)



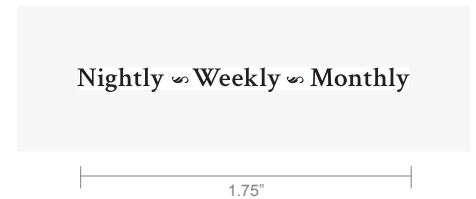
One Color (for Hotels)



One Color (for Crossings)



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

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789*

Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789**

Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
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

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789*

Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789**

Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789***