

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